JANUARY 13, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

50,000 FARMERS

CAME IN PERSON

TO SEE GREAT WHO FARM DEMONSTRATION

When 50,000 progressive-minded farmers even listen to any one radio program—that's a good audience! When 50,000 farmers *leave their daily tasks and come in person to see a radio station's demonstration of good farming practices*—that's the Annual WHO Corn-Belt Plowing Match and Soil Conservation Field Day!

Speaking that day over NBC's National Farm and Home Hour hook-up, an impartial and eminent authority, Dr. H. H. Bennett, Chief of the U. S. Soil Conservation Service, said: "I think this is perhaps *the most important thing that has taken place in America on farm lands for 350 years or since the first agricultural operation took place over near the Atlantic coast!*"

That's WHO Public Service *in action!*

It is of course unthinkable that such results could be achieved by WHO or any other station, without the enthusiastic and efficient help of hundreds and thousands of other public-spirited individuals and organizations, such as the U. S. Soil Conservation Service, the Iowa Department of Agriculture, Iowa State College, various pure-bred livestock associations, 4-H Clubs, Rotary, Kiwanis, and other civic clubs, and *many* others.

The *point* is that, through good showmanship as well as good citizenship, a great radio station like WHO can and often does *amazing feats* in the public interest. The benefits to you, the advertiser, are obvious. Because you, like the entire Nation, benefit from a more prosperous Iowa.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

B. J. Palmer, President

J. O. Maland, Manager

FREE & PETERS, INC.

National Representatives

KRNT

A Cowles Station

WOL *Washington*, WCOP *Boston*, WNAX *Sioux City—Yankton*

5000 WATTS

AMERICAN BASIC NETWORK

DES MOINES

IOWA

•

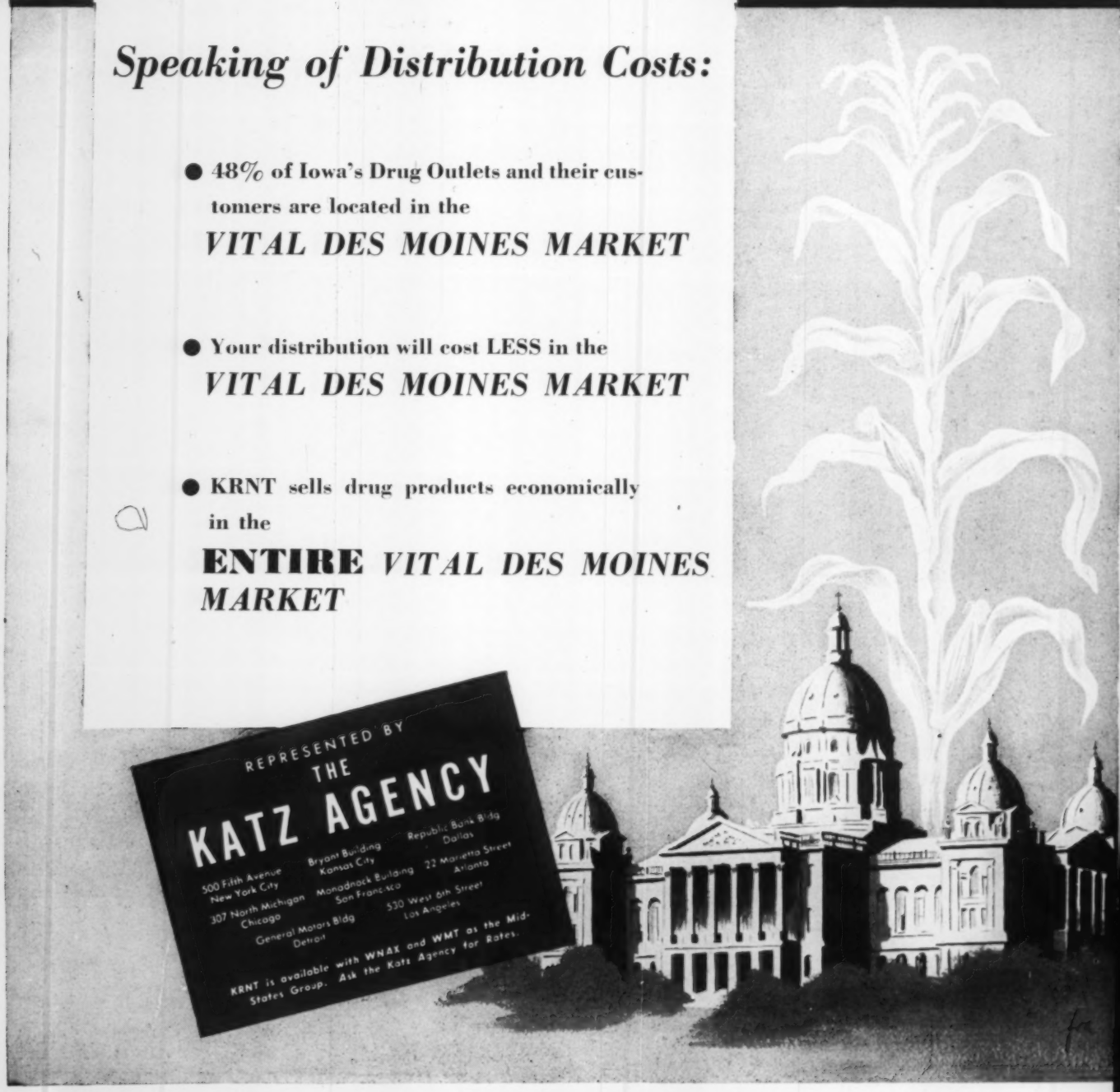
Affiliated with the Des Moines Register & Tribune

Speaking of Distribution Costs:

- 48% of Iowa's Drug Outlets and their customers are located in the *VITAL DES MOINES MARKET*

- Your distribution will cost LESS in the *VITAL DES MOINES MARKET*

- KRNT sells drug products economically in the **ENTIRE** *VITAL DES MOINES MARKET*



REPRESENTED BY

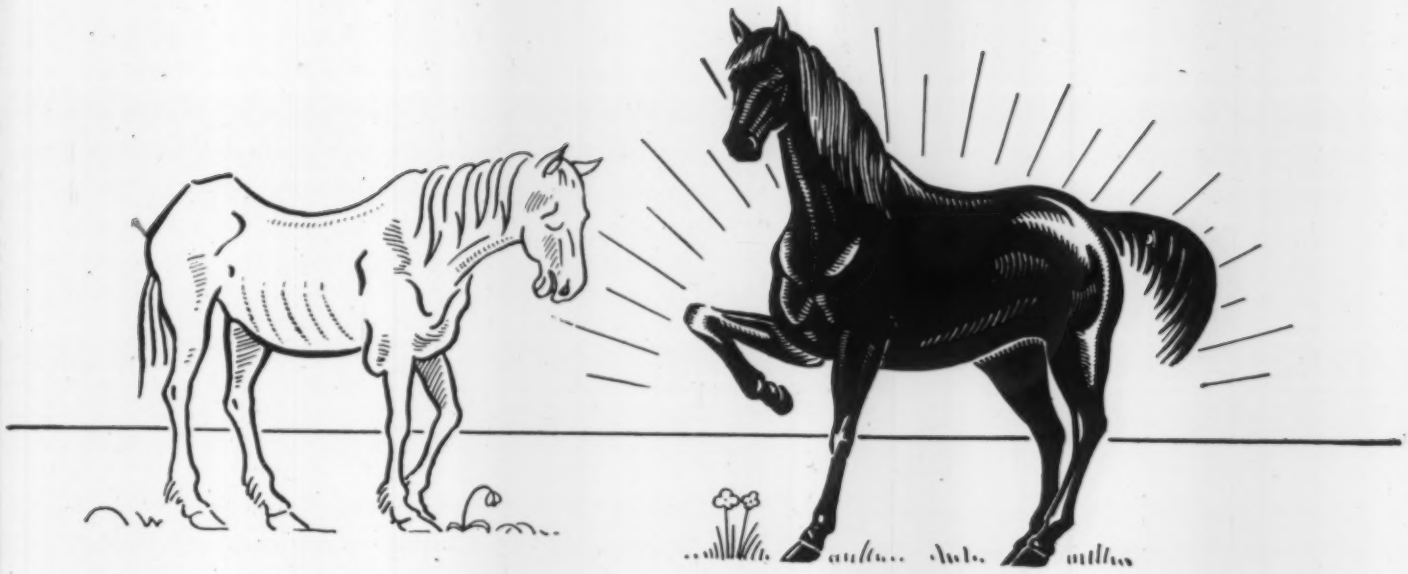
THE

KATZ AGENCY

500 Fifth Avenue, New York City
Bryant Building, Kansas City
Republic Bank Bldg., Dallas
307 North Michigan, Chicago
Monadnock Building, San Francisco
22 Marietta Street, Atlanta
General Motors Bldg., Detroit
530 West 6th Street, Los Angeles

KRNT is available with WNAX and WMT as the Mid-States Group. Ask the Katz Agency for Rates.

Selling NEW ENGLAND



is a horse of another color

In some sections of the country you can plug along with average means and methods — a station here, a station there . . . but not in New England.

No one station, or small group, can do a thorough selling job here.

The great number of important markets, each with its home-town station, makes penetration from the outside weak and ineffective.

The home-town station furnishes the local impact for close-up, intensive selling in concentrated trading areas.

It is a functional part of community life — serving the homes, women's clubs, community drives — closely associated with the very neighborhood stores that are essential to complete retail distribution of your product.

Yankee offers you 24 of these home-town stations — the only means of making locally effective contacts by radio — to take in every important market everywhere in New England.

Acceptance is **THE YANKEE NETWORK'S** *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

EFFORT to have NAB board at meeting in San Francisco last week petition FCC for change of rule to permit networks to sign with affiliates for five years, instead of two, fell flat. Fred Borton, WQAM Miami, which loses CBS affiliation June 15 in switch of Fort Industry's WGBS Miami from ABC, proposed action, on ground two-year rule gives networks whip hand. Networks had opposed two-year limitation, which FCC contended in 1941 would help affiliates.

IN RE SWITCH of Fort Industry Stations WGBS, WWVA Wheeling and WAGA Atlanta to CBS in lieu of WQAM, WKWK and WGST, respectively, report current that Miami and Atlanta stations will protest to FCC, alleging Fort Industry's strong position forced CBS to take all three affiliates when it actually wanted only one—WWVA.

NEXT TIME President Truman faces television cameras he'll likely avoid hazard that troubled him at telecast of message to Congress last Monday—criss-cross pattern of shadows on manuscript. Six-mike array (two radio, two film, two p.a.) on reading stand picked up shadows from special lights on all sides of chamber. Solution suggested is recessing of two mikes and elimination of others, with radio, movies and p.a. picking up from multiple unit now used by nets and stations.

UPCOMING any day is appointment of Russell Davenport, publicist and former editor-in-chief of *Fortune*, as head of new programming unit in CBS, presumably dealing in public affairs. Appointment, which follows several weeks of "special assignment" under CBS Vice President Ed Murrow, won't affect personnel alignment of CBS vastly expanded programming operations.

STRATOVISION may have quieted down but it's by no means out of Westinghouse picture. On the other hand, don't be surprised if new development in airborne network system is divulged in month or so. Company understood to be perfecting electronic equipment while waiting for red tape to unwind in its effort to obtain B-29 from Government for high-altitude tests.

FORGET any whispers of NAB-FCC pouting because President Justin Miller and Chairman Charles R. Denny aren't having their monthly lunch. Actual reason behind cancellation of goodwill get-together in January is absence of NAB executive staff from Washington during trade association's meetings in West.

REPORT CARRIED in CLOSED CIRCUIT Jan. 6 that KMBC Kansas City had purchased Shrine Auditorium in which *Brush Creek Follies* originates was clean miss. KMBC has been negotiating for number of years for various K.C. buildings to accommodate expansion program. Negotiations still under way, but no contract signed.

Upcoming

Jan. 13-17: National Retail Dry Goods Assn. Convention, Hotel Pennsylvania, New York.

Jan. 13-14: NAB District 14 Meeting, Hotel Utah, Salt Lake City.

Jan. 15: NAB District 14 News Clinic, Hotel Utah, Salt Lake City.

Jan. 19-21: Mid-Winter Conference, Advertising Assn. of the West, Hotel Claremont, Oakland, Calif.

Jan. 22-24: NAB Sales Managers Executive Committee, Hotel Mayflower, Washington.

(Other Upcomings page 23)

Bulletins

FCC late Friday denied Don Lee Broadcasting System petition for bill of particulars on charges involved in Jan. 14 hearing on alleged violation of Commission's network option-time and associated rules (earlier story, page 26A).

PRESIDENT TRUMAN on four networks Jan. 30 when he addresses nation on occasion of late President Roosevelt's birthday and closing of ninth annual March of Dimes drive (11:15 p.m. - 12 midnight).

Business Briefly

KOKOA MARSH SERIES ● Taylor-Reed Corp., Mamaroneck, N. Y., and Kokomo, Ind. (Kokoa Marsh), Feb. 3 for 52 weeks starts *Hop Harrigan* on MBS, Mon., Wed. and Fri., 5-5:15 p.m. Agency, Ruthrauff & Ryan, N. Y.

COCA-COLA DROPS ● Coca-Cola Co., Atlanta, effective Jan. 31, discontinues *The Coke Club With Morton Downey* on MBS, Mon. through Fri., 12 noon-12:15 p.m. Agency, D'Arcy Advertising Co., N. Y.

BALLARD DISCS ● Ballard and Ballard (Obelisk flour), Louisville, Ky., will begin 3-week campaign Feb. 17 using transcribed five-minute show in over 50 Southeast markets. Agency: Henri, Hurst & McDonald, Chicago.

MBS, AGENCIES TO PLAN DRIVE

MBS executives and representatives from agencies handling MBS children programs will meet in Chicago Jan. 16 to discuss tolerance promotion campaign to be presented on shows. Edgar Kobak, MBS president; Ade Hult, vice president in charge of midwest operations; Hal Coulter, director of MBS promotion; Dorothy Kemble, director of MBS continuity acceptance, will meet with representatives from Ruthrauff & Ryan, Benton & Bowles, Kenyon & Eckhardt, Hill Blackett and Gardner Advertising to map out commercial policies, program formulas and formats on tolerance theme.

Hofheinz Heads FMA; Dillard Elected V-P

ROY HOFHEINZ, KTHT-KOPY Houston, unanimously elected president new FM Assn. Friday night at close of first general meeting. Earlier story page 13. Following officers also unanimously chosen by new board:

Everett L. Dillard, KOZY Kansas City, WASH Washington, vice president; Frank Gunther, Radio Engineering Labs., secretary; Arthur Freed, Freed Radio Corp., treasurer.

Board members unanimously elected at general session: Three-year terms—C. M. Jansky Jr., Jansky & Bailey; W. R. David, General Electric Co.; Messrs. Hofheinz and Dillard. Two year terms—Stanley Ray, WRCM New Orleans; Leonard Asch, WBZA Schenectady; R. F. Kohn, WFMZ Allentown, Pa.; Mr. Gunther. One-year terms—Gordon Gray, WMIT-WSJS Winston-Salem; Ira Hirschmann, WABF New York; Wayne Coy, WINX-WINX-FM Washington; E. J. Hodel, WCFC Beckley, W. Va.

Executive committee comprised of Messrs. Hofheinz, Dillard, Coy, Asch, David. J. N. (Bill) Bailey, associate editor, BROADCASTING, FMA executive director and ass't. secretary-treasurer, was presented to general session.

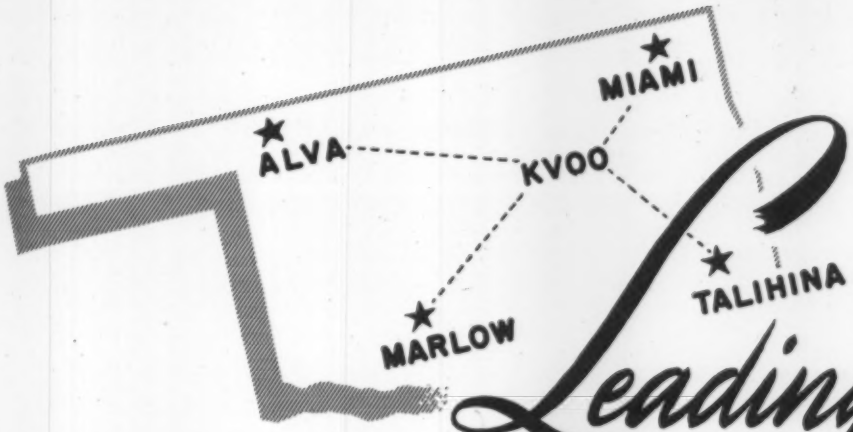
Hugh D. Lavery, McCann-Erickson, New York, declared FM is a real advertising medium. He said: "You are entitled to consideration now by any radio advertiser and don't forget you have several advantages over AM radio for many advertising prospects." He listed five FM advantages: Choice time spots, less competition for advertisers, audiences of higher income levels, radio advertising and specific programs can be tested at low cost, technical differences in FM should permit interesting new program techniques not fully developed. He urged FM broadcasters to help push receiver sales, study markets, establish fair rates, give advertisers merchandising support and avoid high pressure selling.

More than 100 new members joined organization as result of Friday's meeting; scores of others took application blanks home.

At noon luncheon entire FCC membership and Sen. Edwin C. Johnson (D-Col.) and Rep. Clarence F. Lea (D-Calif.) were guests of FMA.

Predicting more than 700 FM stations will be on air by end of 1947, FCC Chairman Denny in luncheon speech suggested seven-point program for FM broadcasters:

1. Set your sights for interim operation just as high as you can. See that your listeners understand the limitations of your interim operation and keep them informed of your plans to go on full power.
2. Go on full power as soon as you can get equipment.
3. Cooperate with the other FM applicants, permittees or licensees in your area to promote FM.
4. Inform the listeners in your community on the merits of FM by means of demonstrations in theatres, schools, civic clubs and county fairs, by means of radio and newspaper advertising and all other forms of publicity.
5. Work with your dealers to obtain FM sets.
6. Conduct schools for radio servicemen on the proper servicing of FM sets and on the proper installation of antennas.
7. Schedule programs worthy of FM's fullest potentialities.



Leading the Way in
PASTURE IMPROVEMENT

FOR THE second consecutive year the KVOO Farm Department has conducted its *Pasture Improvement Contest.* Statewide in scope, this contest again excited great interest and stimulated real productive activity toward improving the pasture land of Oklahoma. This is another one of the many valuable projects employed by KVOO to encourage better agriculture in the Southwest and to more firmly cement that loyal farmer-KVOO friendship which is of such long standing and that we value so highly.

Above is shown Pasture Improvement Contest winners and their County Agents with Sam Schneider, KVOO Farm Department Director as they embarked for Chicago and the International Livestock Exposition on KVOO's all-expense-paid-trip as their prize awards.

We give thanks also to the County Agents of Oklahoma who regularly contribute of their time and talents for the advancement of better farming in Oklahoma and who cooperated so wholeheartedly with us in this contest, as they have always done in all of our Farm Department activities throughout the more than 8 years this Department has been in operation.

We salute the winners for 1946 in the KVOO PASTURE IMPROVEMENT CONTEST — Mr. M. K. Hutts of Miami, Mr. L. L. Dresser of Talihina, Mr. Floyd Hampsten of Alva and Mr. Wade Littrell of Marlow, who, together with their County Agents, enjoyed a KVOO all-expense-paid trip to Chicago and the International Livestock Exposition in November as prize awards in this contest!

It's great to work with men of vision — with real *"Friends of the Soil"!*

RADIO STATION KVOO

50,000 WATTS. NBC — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

Edward Petry & Company, Inc., National Representatives

Fulton Lewis, jr.

...available now* on WKAT—Miami

Winter or summer, the Miami, Florida, market is one where people with *money to spend* congregate. Reach them with the Fulton Lewis, jr. program—over station WKAT.

On a constantly growing number of stations all over the United States (234 as this is released) local and national advertisers find the Fulton Lewis, jr. audience well worth reaching. No other cooperative program is aired on so many stations—to an audience so large.

Wire, phone or write us immediately for complete information.

***Offered Subject to Prior Sale**

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

IN THIS ISSUE . . .

FCC Orders AM Application Freeze 13
FMA Predicts 1947 as an 'FM Year' 13
Miller Urges Public Relations Drive 14
NAB Board Upsets Net-AFRA Contract 15
Miller Given Broad Power by NAB 15
Leighter Resigns as WLIB Manager 16
Kiggins Quits ABC 16
TBA Okays TV Program Committee 17
President Asks $7,300,000 for FCC 18
Brown Reorganization Plan Filed 18
Reporting by Television Wins Convert 20
Blue Book Is Code, Not Regulation 20
FCC Slowly Gaining on Applications 26
Don Lee Requests Bill of Particulars 26A
Stations Average 900 Commercials 26B
Opinion on WBAL Renewal Made Public 26B
NAB Greets Three Legislators 58B
NAB Area Meeting Registration 63
5 Conditionals, 17 Final FM CPs 66
Miami Paper Salutes Radio Help 73

DEPARTMENTS

Agencies	52	Production	62
Allied Arts	53	Programs	50
Commercial	40	Promotion	57
Editorial	44	Sid Hix	16
FCC Actions	54	Sponsors	61
Management	48	Technical	53
News	56	Turntable	61
Our Respects to	44	Upcoming	23

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BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $5.00 PER YEAR, 20c PER COPY

Rx for extra volume

Today, prescriptions are a small part of the 10 million dollars spent each year in drug stores of the Nashville area . . . This is a symptom of the strong permanent market you can count on for steady sales . . . We prescribe a thorough investigation . . . And for extra volume, spread your sales message via WSIX.

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

AMERICAN
•
MUTUAL

5,000 WATTS
980 KILOCYCLES

National Representative:
THE KATZ AGENCY, Inc.

WSIX gives you all three: Market, Coverage, Economy

CORNERSTONE
of your new FM transmitter circuit

TYPE GL-5D24
POWER TETRODE

GENERAL ELECTRIC'S TYPE GL-5D24—modern, compact, efficient—is the basic power tube for new FM transmitters you are designing and building. Output is sufficiently large for the tube to handle the final stage of low-power transmitters, while serving as a driver in higher-power circuits.

AMPLIFIER, OSCILLATOR, OR CLASS B MODULATOR—all three jobs are part of the GL-5D24's performance. The tube's suitability for FM use is emphasized by the high frequency characteristic, ranging up to 85 mc at max ratings and well beyond that figure at somewhat lower ratings.

SHORT INTERNAL LEADS bring lead inductance down to a point where neutralization usually is not required—or if it is, the circuit easily can be neutralized by tuning out the screen lead inductance.

EXTREMELY LOW DRIVING POWER gives economy of operation that appeals to transmitter users. Strong, well-braced design and construction mean longer life in hard service. Among important special features is the zirconium-coated plate, which both radiates heat well, and helps to maintain a high degree of vacuum by serving as a "getter".

SEE YOUR NEAREST G-E OFFICE for price and other information about this up-to-the-minute, cost-saving h-f power tube. Or write to *Electronics Department, General Electric Company, Schenectady 5, N. Y.*

ELECTRICAL CHARACTERISTICS

Filament voltage	5 v
Filament current	14.1 amp
Avg interelectrode capacitances:	
grid-plate	0.06 mmfd
input	12.7 mmfd
output	4.5 mmfd
Frequency at max ratings	85 mc
Type of cooling	forced-air

MAX CLASS C RATINGS (CCS)

Plate voltage	3,500 v
current	350 ma
input	600 w
dissipation	200 w
Screen voltage	600 v

GENERAL ELECTRIC

161-E13-9850

FIRST AND GREATEST NAME IN ELECTRONICS

No. 1 Radio Program At Breakfast-time

A special survey in over 100 cities gives FUN AT BREAKFAST starring Tom Howard & George Shelton the AMAZING breakfast-time RATING of **3.8.**

FOR 18 MONTHS this show has been sponsored in these cities. Sponsorship continues to Friday, February 7, 1947.

CITY		TIME
Birmingham	Ala.	7:40 — 7:45 AM
Mobile	Ala.	7:25 — 7:30 AM
Montgomery	Ala.	7:30 — 7:35 AM
Phoenix	Ariz.	7:55 — 8:00 AM
Little Rock	Ark.	7:15 — 7:20 AM
Los Angeles	Calif.	7:06 — 7:10 AM
Sacramento	Calif.	6:40 — 6:45 AM
San Diego	Calif.	7:25 — 7:30 AM
San Francisco	Calif.	7:00 — 7:05 AM
Denver	Colo.	7:25 — 7:30 AM
Hartford	Conn.	7:55 — 8:00 AM
Jacksonville-St. Augustine	Fla.	7:30 — 7:35 AM
Miami	Fla.	7:25 — 7:30 AM
St. Petersburg	Fla.	7:25 — 7:30 AM
Atlanta	Ga.	7:45 — 7:50 AM
Savannah	Ga.	7:25 — 7:30 AM
Chicago	Ill.	6:55 — 7:00 AM
Chicago	Ill.	7:55 — 8:00 AM
Springfield	Ill.	7:15 — 7:20 AM
Ft. Wayne	Ind.	7:20 — 7:25 AM
Indianapolis	Ind.	7:05 — 7:10 AM
Davenport	Iowa	7:20 — 7:25 AM
Des Moines	Iowa	7:15 — 7:20 AM
Waterloo	Iowa	7:10 — 7:15 AM
Wichita	Kan.	7:10 — 7:15 AM
New Orleans	La.	7:15 — 7:20 AM
Shreveport	La.	7:15 — 7:20 AM
Portland	Me.	7:45 — 7:50 AM
Baltimore	Md.	7:05 — 7:10 AM
Boston	Mass.	7:25 — 7:30 AM
Springfield	Mass.	7:25 — 7:30 AM
Worcester	Mass.	7:25 — 7:30 AM
Grand Rapids	Mich.	7:30 — 7:35 AM
Detroit	Mich.	7:10 — 7:15 AM
Detroit	Mich.	7:24 — 7:29 AM
Duluth	Minn.	7:15 — 7:20 AM
Minneapolis	Minn.	7:30 — 7:35 AM
Kansas City	Mo.	7:40 — 7:45 AM
St. Joseph	Mo.	7:31 — 7:36 AM
St. Louis	Mo.	7:25 — 7:30 AM
Springfield	Mo.	7:25 — 7:30 AM
Lincoln	Neb.	7:30 — 7:35 AM
Omaha	Neb.	7:55 — 8:00 AM
Manchester	N.H.	7:25 — 7:30 AM
Buffalo	N.Y.	7:10 — 7:15 AM
New York	N.Y.	7:00 — 7:05 AM
New York	N.Y.	7:25 — 7:30 AM
New York	N.Y.	7:30 — 7:35 AM
New York	N.Y.	8:15 — 8:20 AM
Rochester	N.Y.	6:55 — 7:00 AM
Syracuse	N.Y.	7:25 — 7:30 AM
Troy-Albany-Schenectady	N.Y.	7:25 — 7:30 AM
Charlotte	N.C.	7:25 — 7:30 AM
Raleigh	N.C.	7:35 — 7:40 AM
Akron	Ohio	7:15 — 7:20 AM
Cincinnati	Ohio	7:15 — 7:20 AM
Cleveland	Ohio	7:10 — 7:15 AM
Cleveland	Ohio	7:25 — 7:30 AM
Columbus	Ohio	7:15 — 7:20 AM
Dayton	Ohio	7:25 — 7:30 AM
Toledo	Ohio	7:15 — 7:20 AM
Youngstown	Ohio	7:40 — 7:45 AM
Oklahoma City	Okla.	7:15 — 7:20 AM
Tulsa	Okla.	7:15 — 7:20 AM
Portland	Ore.	6:55 — 7:00 AM
Allentown	Pa.	7:20 — 7:25 AM
Erie	Pa.	7:40 — 7:45 AM
Philadelphia	Pa.	6:55 — 7:00 AM
Philadelphia	Pa.	7:35 — 7:40 AM
Pittsburgh	Pa.	7:15 — 7:20 AM
Scranton	Pa.	7:40 — 7:45 AM
Wilkes-Barre	Pa.	7:25 — 7:30 AM
Providence	R.I.	7:10 — 7:15 AM
Charleston	S.C.	7:35 — 7:40 AM
Greenville	S.C.	7:15 — 7:20 AM
Chattanooga	Tenn.	7:30 — 7:35 AM
Memphis	Tenn.	7:35 — 7:40 AM
Nashville	Tenn.	7:40 — 7:45 AM
Dallas-Ft. Worth	Tex.	7:15 — 7:20 AM
Lubbock	Tex.	7:25 — 7:30 AM
San Antonio	Tex.	7:20 — 7:25 AM
Houston	Tex.	7:54 — 7:59 AM
Norfolk	Va.	7:20 — 7:25 AM
Richmond	Va.	7:25 — 7:30 AM
Seattle	Wash.	6:55 — 7:00 AM
Spokane	Wash.	7:15 — 7:20 AM
Charleston	W. Va.	7:20 — 7:25 AM
Huntington	W. Va.	7:25 — 7:30 AM
Green Bay	Wisc.	7:00 — 7:05 AM
Milwaukee	Wisc.	6:55 — 7:00 AM
Washington	D.C.	7:05 — 7:10 AM
Toronto	Can.	
Montreal	Can.	
Vancouver	Can.	
Winnipeg	Can.	
Ottowa	Can.	
Calgary	Can.	
Hilo	T.H.	
Honolulu	T.H.	

TOM HOWARD & GEORGE SHELTON
FUN AT BREAKFAST

SYNDICATED . . . OPEN-END RECORDS AVAILABLE!

This 5-MINUTE daily radio program has the sales-punch of big-time radio! WHY?

BECAUSE it IS big-time radio . . . presented in transcriptions, especially designed for the breakfast-time audience. AND . . .

RIGHT AFTER BREAKFAST IS WHEN BUYING BEGINS!

The man of the house makes many a pocket purchase on his way to work—while Mrs. Housewife starts her day's marketing right after he leaves.

THIS BREAKFAST SHOW featuring night-time comedy STARS presented before 8:30 A.M. leaves your message fresh in the mind of Mr. & Mrs. Buyer.

NOW YOU CAN HAVE THIS GREAT STAR COMEDY TEAM ATTRACTING AUDIENCE TO YOUR SALES MESSAGES!

FIVE TELLING MINUTES

Here's the way THIS SHOW does its job . . .

First a 20-second identifying theme-song—then space is left on the record for **your** one-minute opening commercial announcement.

NEXT several RIOTOUS COMEDY moments from the great and inimitable Tom Howard and George Shelton, stars of their own night-time half hour It Pays To Be Ignorant.

Then a 30-second space for your closing commercial announcement . . . then the closing theme music.

FIVE TELLING MINUTES

AVAILABLE 5 DAYS WEEKLY IN EVERY CITY IN THE COUNTRY, STARTING FEBRUARY 10, 1947. Costs just 20% of radio station's national yearly time-rate. FLAT RATE FOR LOW-POWER STATIONS. Learn all details and obtain AUDITION RECORD by TELEGRAPH TELEPHONE or WRITE

to

FORD BOND RADIO PRODUCTIONS, INCORPORATED

810 RCA Building West, New York 20, N. Y. • Phone Circle 7-2236

WOC

"It's a Happy New Year! WOC is now Basic NBC!"

QUAD Cities

DAVENPORT, ROCK ISLAND
MOLINE, EAST MOLINE

Since 1942, Hooper surveys have shown that only WOC delivers the Quad-Cities . . . the largest metropolitan area between Chicago and Omaha, and between Minneapolis and St. Louis. It's the 40th retail market in the nation, with approximately 218,000 population.

5,000 Watts, 1420 Kc.
Basic NBC Affiliate

B. J. Palmer, President
Buryl Lottridge, Manager

WOC

DAVENPORT, IOWA
National Representatives:
FREE & PETERS, Inc.

Feature of Week

WMPS Memphis has achieved signal success in a concentrated safety program for the city's school children through its new *Stop, Look and Live* show, heard every Thursday night, and no one in Memphis is happier over the accomplishment than Harold R. Krelstein, WMPS general manager, who laid the groundwork for the popular program.

Stop, Look and Live features music by high school bands and glee clubs, drama sketches, essays by students, and a five-minute safety quiz in which cash prizes are offered. Each week WMPS awards a $25 Victory Bond as a grand prize for the best essay on safety.

Assisting Mr. Krelstein in planning the WMPS safety show was Capt. Forrest Mottweiler, who is in charge of the Memphis Police Department's school safety program. As a promotional stunt Captain Mottweiler arranged for the dispatching of 85 police squad cars to patrol the streets displaying placards which announced and described the WMPS safety show.

Dangerous play in the street in Memphis is illustrated by this posed photo of a boy hitching a ride for his "paper box" sled.

"The Memphis Police Department and schools are all behind our radio show," beamed Mr. Krelstein, "and according to reports reaching our WMPS safety bureau the local accident rate is rapidly on the decline."

The show originates from a different Memphis high school each week. Captain Mottweiler is on hand each week to assist in production and direction of show.

Sellers of Sales

THE HONOR of being chosen San Antonio's Outstanding Young Man of 1946 has gone to a man in radio. He is 32-year-old Louis (Lou) J. Riklin, given the title by the Junior Chamber of Commerce just as the year was ending.

In addition to being San Antonio's outstanding young citizen, Lou is also account executive of WOAI, with a reputation of being one of the finest in the State.

The Jaycee honor was bestowed in recognition of his unselfish, uncompensated community service, civic leadership, and character. He was recently elected State president of B'nai B'rith, is a committee member in both the Senior and Junior Chambers of Commerce, chairman of the publicity and promotion committee of the San Antonio Lighthouse for the Blind, and is active in numerous other civic and religious organizations.

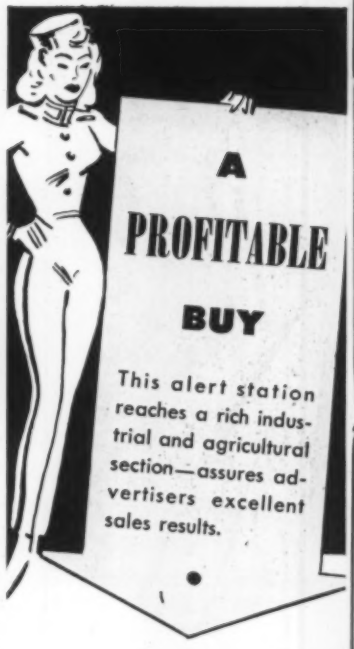
LOU

For the past three years Lou has had as many as 60 active local accounts, with as high as 39 quarter-hours weekly on WOAI. Lou Riklin was the first to sell the H. V. Kaltenborn commentary on a local sponsorship basis, according to WOAI. He sold the program in 1943 to the Piggly Wiggly Grocery Stores on a 26-week contract. The firm had never before used radio. Mr. Kaltenborn has been broadcast under local sponsorship on WOAI since that time, and at present is sponsored by Mueller Motors of San Antonio. Lou has placed several other NBC programs with local sponsors.

He has also been responsible for the creation of many new local radio ideas. One of them on the air now is a half-hour Sunday morning series, just renewed for the third consecutive year by Frost Bros., San Antonio department store. Program is a commentary on classical and semi-classical transcriptions by Max Reiter, founder and conductor of the San Antonio Symphony Orchestra.

Lou was born in Omaha. He went to San Antonio 11 years ago, and entered the advertising field before joining WOAI in 1937. He is married, and the father of two daughters, Farel Eileen, 3, and Nancy Lynne, 7 months. He gets his exercise on the golf course.

When informed of his selection as San Antonio's Outstanding Young Man, Lou was too thrilled to say much. "It's a grand feeling," he beamed. "I'm too excited to say anything else now."


A
PROFITABLE
BUY
This alert station reaches a rich industrial and agricultural section—assures advertisers excellent sales results.

WGAL

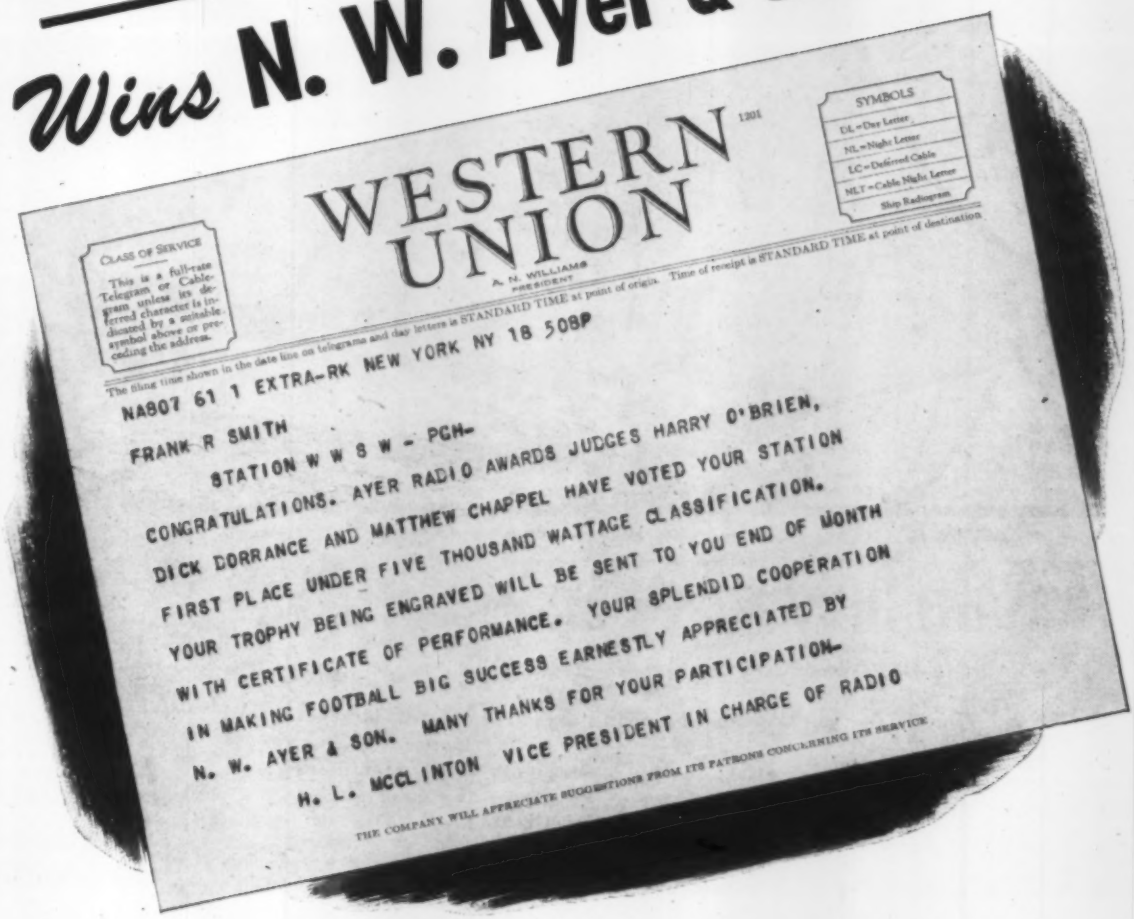
LANCASTER, PA.

NBC

Represented by
RADIO ADVERTISING COMPANY

WWSW continues to lead!

Wins N. W. Ayer & Son award



WESTERN UNION

A. N. WILLIAMS, PRESIDENT

CLASS OF SERVICE

This is a full-rate Telegram or Cable-gram unless its de-ferred character is in-dicated by a suitable symbol above or pre-ceding the address.

SYMBOLS

DL = Day Letter
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

1201

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

NA807 61 1 EXTRA-RK NEW YORK NY 18 508P

FRANK R SMITH

STATION W W S W - PGH-

CONGRATULATIONS. AYER RADIO AWARDS JUDGES HARRY O'BRIEN, DICK DORRANCE AND MATTHEW CHAPPEL HAVE VOTED YOUR STATION FIRST PLACE UNDER FIVE THOUSAND WATTAGE CLASSIFICATION. YOUR TROPHY BEING ENGRAVED WILL BE SENT TO YOU END OF MONTH WITH CERTIFICATE OF PERFORMANCE. YOUR SPLENDID COOPERATION IN MAKING FOOTBALL BIG SUCCESS EARNESTLY APPRECIATED BY N. W. AYER & SON. MANY THANKS FOR YOUR PARTICIPATION-

H. L. MCCLINTON VICE PRESIDENT IN CHARGE OF RADIO

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

For the past ten years, N. W. Ayer & Son has used WWSW in sports coverage. In their first year of competitive prizes, we accept and proudly add to our collection of national awards the N. W. Ayer & Son Gold Cup for outstanding promotion of football broadcasts.

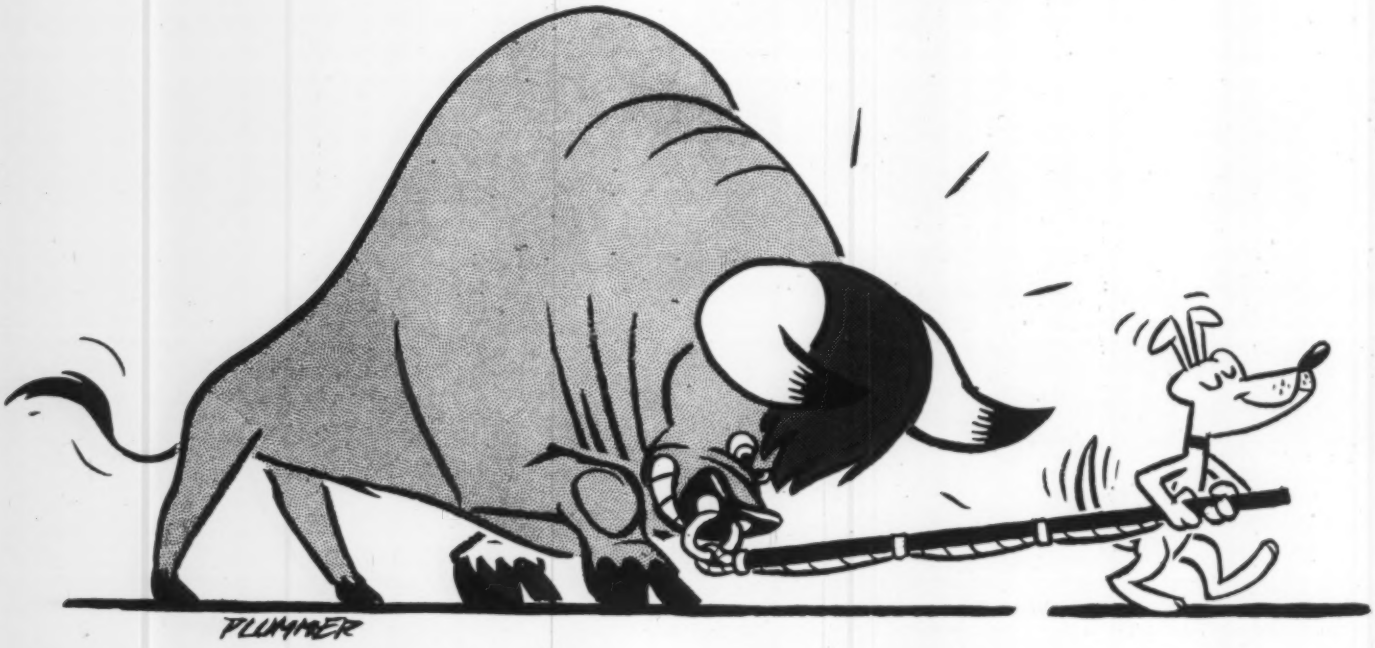
Pittsburghers know that WWSW always carries the ball with extensive sports, flash news and special event coverage as well as showmanship. The award is more proof of what we've been saying—WWSW is Pittsburgh's magic carpet for both listeners and advertisers.

More Listeners Per Dollar in Pittsburgh

WWSW & FM Affiliate WMOT—Pittsburgh's Only Independent & 24-Hour Station—Represented by Forjoe & Co.

A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!



● One of the world's most inspiring sights, think we, is a good man using extra effort in the brain department, and *getting results* without bursting a blood-vessel.

That's the way we work at F&P. No ranting and roaring—no breathless rushing around—no thundering-herd-effect whatsoever. Just knowing *what* to do, *how* and *when* to do it. And getting it done!

Got a job you want done skillfully and quietly?

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OKLAHOMA CITY	KOMA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

CHICAGO: 180 N. Michigan Franklin 6373 | NEW YORK: 444 Madison Ave. Plaza 5-4130 | DETROIT: 3463 Penobscot Bldg. Cadillac 4255 | SAN FRANCISCO: 58 Sutter Sutter 4353 | HOLLYWOOD: 6331 Hollywood Hollywood 2151 | ATLANTA: 322 Palmer Bldg. Main 5667

BROADCASTING
TELECASTING

VOL. 32, NO. 2 WASHINGTON, D. C., JANUARY 13, 1947 $5.00 A YEAR—20c A COPY

FCC Orders AM Application Freeze

Three-Month Period To Clear Backlog Starts Feb. 7

By RUFUS CRATER

A THREE-MONTH FREEZE of AM applications for new or changed facilities was ordered by FCC last week to start Feb. 7 to permit industry and Commission engineers, working together, to clear away the vast backlog of applications already on hand.

When the freeze is lifted on May 1, the Commission declared, all standard broadcast applications on file by Feb. 7 will have been granted or set for hearing. "In addition," the announcement added, "it should be possible to expedite decisions on cases in hearing."

To Bring Up to Date

In its first official indication of anything more optimistic than a long-range hope of bringing AM actions up to a current basis, the Commission also foresaw post-freeze applications receiving "much more expeditious consideration than now," as a result of the freeze.

In the future even the engineeringly complex cases, given primary blame for the current lag between filing and decision, "will in all probability receive earlier action as a result of the new procedure than they could have received were they required to wait the nine or twelve months necessary for action on [complicated] cases under present procedure," FCC declared.

At the same time it was indicated that the new AM engineering standards [BROADCASTING, Dec. 30, Jan. 6] will be made effective "by Feb. 10" unless "substantial changes" are suggested in the meantime. None were proposed by industry engineers questioned at an FCC-industry engineering conference last Monday, although one or two relatively minor readjustments were suggested. If they become effective at the outset of the freeze, the Commission explained, the new standards can be made the basis for engineering data on all applications acted upon during the freeze.

The Commission conceded that success of the freeze will turn upon cooperation received from industry engineers, "since it is not possible to provide for additional engineers within the Commission's budget."

That cooperation was requested and pledged at the FCC-industry engineers' meeting Monday, assuring that for the first time in recent history, at least, "outside" engineers will aid the Commission's technical experts in getting cases engineeringly ready for consideration and decision by the Commission itself. Their chief assignment, it appeared, will be in the preparation of channel studies on pending cases.

Proposals Disclosed

It was at Monday's conference that proposals for a freeze were first disclosed. FCC Chief Engineer George P. Adair, presiding, and Assistant General Counsel Harry M. Plotkin indicated their belief that the filing of new applications must be stopped temporarily if actions on pending cases were to be brought up to a reasonably current basis. But they emphasized that the proposal had not then been submitted to or considered by the Commission members.

The freeze order, announced in a public notice released Thursday morning, will not prevent the filing of new applications between Feb. 7 and May 1, the effective dates. But those submitted during that period will be placed in the pending files and not considered until the freeze is over. FCC offered reassurance that "the temporary expediting procedure will not result in any prejudice to the rights of applicants."

The freeze applies to all AM applications for construction permits or for modification of permits tendered after Feb. 7 except modification requests filed pursuant to FCC stipulation or those which propose no change of frequency, power, or hours of operation and which involve no interference to existing or proposed stations.

Existing applications will be put into the pending files if amendments are made that affect the engineering aspects except on equipment matters.

A freeze became necessary because, with a lack of sufficient engineers, it was virtually impossible for the Commission staff to complete technical studies on a specific proceeding without new applications being filed which made it necessary to start the studies all over again.

188 Petitions Remain

As of Jan. 6, the Commission pointed out, 188 applications still remained in Processing Line 2, composed of cases involving complicated engineering details. While progress on this line has improved, FCC said, "it is still far from satisfactory" and nine to twelve months normally are required for action. On the other hand Line 1 cases, composed of applications posing relatively simple engineering problems, have made "satisfactory progress," the Commission reported. (List showing status of

(*Continued on page 72*)

FMA Predicts 1947 Will Be 'FM Year'

Bill Bailey Is Appointed To Post in New Organization

OPTIMISM over FM's future was the keynote of the first general meeting of the newly-formed FM Assn. Friday at the Statler Hotel as some 300 delegates heard speaker after speaker predict that 1947 will be an "FM year."

Spearheaded by Roy M. Hofheinz, operator of KTHT-KOPY (FM) Houston, who has served as chairman of the FMA Steering Committee of 12 named during the NAB Convention in Chicago [BROADCASTING, Oct. 28], the FMA formally launched its nationwide campaign to promote the new art.

Offices Retained

Mr. Hofheinz announced that offices have been retained in the Denrike Bldg., Vermont Ave. and K St., N. W., Washington, and that J. N. (Bill) Bailey, associate editor of BROADCASTING, had been selected as executive director and assistant secretary-treasurer. Mr. Bailey resigns from BROADCASTING effective Feb. 1 to assume his new duties.

Speakers included, besides Mr. Hofheinz, a former county judge in Houston, Prof. E. H. Armstrong, inventor of FM; Everett L. Dillard, president of Commercial Radio Equipment Co. (KOZY Kansas City and WASH (FM) Washington); Hugh D. Lavery, McCann-Erickson, New York; Dr. Ray Manson, president, Stromberg-Carlson Co., Rochester, N. Y.; W. R. David, General Electric Co., Schenectady; Edward G. Taylor, chairman of the Radio Manufacturers Assn. nationwide campaign with a slogan of "A Radio for Every Room—A Radio for Every Purpose," and others.

FCC Chairman Charles R. Denny addressed a luncheon session on "FM Today," speaking extemporaneously.

The RMA will place special emphasis on the advantages of FM in its $50,000 promotion campaign, Mr. Taylor, who is advertising and sales promotion manager of the Zenith Radio Corp., Chicago, told the FMA. FM opens an entirely new field of radio entertainment, he said, and offers a compelling reason for every family to increase the number of radios in its home. "The increased number of radio stations which FM is bringing on the air," he declared, "makes it more imperative to have additional radio receivers in the home so that every member of the family may tune in his favorite program, if necessary, at the same time."

Tremendous Capacity

Mr. Taylor called attention to the tremendous production capacity of the radio industry today, as compared with its prewar status, as the principal reason why a greater variety of models and cabinet designs will be available in 1947 than before the war. He estimated that 20 million prewar sets are in need of replacement and expressed the opinion that many of them will be replaced by modern FM-AM receivers.

Trade associations representing department stores, furniture stores, music stores and electrical appliance stores have indicated they will cooperate with the RMA campaign. FMA Steering Committee already had pledged its support. The RMA campaign will be timed to coincide with the stocking of distributors and dealers with new and

(*Continued on page 70*)

Miller Urges Public Relations Drive

Asserts Industry Must Meet Rising Tide Of Criticism

GROUNDWORK of an ambitious public relations program designed to dam the mounting torrent of criticism of radio and to furnish the foundation for the future growth of American broadcasting was laid last week at the NAB's area meeting in San Francisco.

Participation in an energetic and perpetual public relations campaign was urged upon the western broadcasters by Justin Miller, president of NAB, and by A. D. Willard Jr., executive vice president.

Urges Vigorous Program

President Miller was the featured speaker at a luncheon Jan. 9, and Mr. Willard spoke at an earlier morning session of the Jan. 8-10 convention of the 15th, 16th and 17th Districts of NAB.

Reminding that "anything new in American life must go through the crucible of public opinion," Judge Miller said radio was now in that somewhat difficult state.

"We must take with appropriate seriousness the criticism of this new art," he said. To answer it, and to survive the test of public opinion, broadcasters must adopt vigorous public relations programs.

He urged that they employ the powerful means at their own command—radio—to take their message to the people. He pointed out that in many U. S. communities newspaper editors occupy a stature superior to that of radiomen and explained that this regretable phenomenon was probably due to the editor's adept presentation of their own problems and those of the community in their papers.

Judge Miller addressed himself to public relations problems on four levels: Community, state, national and international, and asserted that broadcasters could do much to improve their positions in each. He urged formation of more state broadcasting associations.

As an example of what the NAB was undertaking in its public relations efforts, he cited the recently published book *The People Look at Radio*, an opinion survey conducted by the U. of Denver.

He warned that vigilance over international activities must be maintained, if the U. S. system of free radio were to survive.

Reporting that at the time of the Munich pact arranged with Adolf Hitler by Neville Chamberlain, then Prime Minister of Britain, Winston Churchill, as leader of the opposition, was refused time on the British air to broadcast a protest against the capitulation, Judge Miller asked, "Do you want that system of broadcasting in America?"

AGENDA OF TWO-DAY combined NAB area meeting was carefully weighed in San Francisco prior to convening Jan. 8 by (l to r): President Justin Miller; Harry R. Spence, KXRO Aberdeen, Wash., general manager and 17th District director; William B. Ryan, KFI Los Angeles, general manager and 16th District director; William B. Smullin, KIEM Eureka, general manager and 15th District director.

Collateral Groups

He urged expansion of radio participation in councils with "collateral groups" such as the motion picture industry, labor union, and various organizations such as BMI, BMB, ANA, AAAA and RMA. Joint action by radio and these groups may often lead to mutual benefits, he explained.

Broadcasters, he said, might well seek to build a reputation for intelligent cooperation with other elements.

Mr. Willard stressed the need for a public relations appeal to the "12%" of listeners who, according to the Lazarsfeld survey, were the "intelligent minority" and were radio's most articulate critics.

There is evidence, said Mr. Willard, that this 12% suffers from a lack of selectivity in radio listening. None of them, he said, would go to a bookstore and ask blindly for "a book" nor to a newsstand and ask only for "a magazine," yet probably they shop hit-or-miss among radio programs.

Two Front Campaign

Mr. Willard visualized a campaign on two fronts—the examination of program structures to assure that they include "fare to meet the intelligent minority's tastes; the promotion of fine programs.

Broadcasters, he said, should advertise such programs on their own air and should also use advertising space to promote them.

During an afternoon session on the first day of the meeting, Hugh Feltis, president of BMB, addressed the broadcasters (see other story this page). He listed 20 questions which he said were frequently asked by broadcasters about the operations and future of BMB. To one of them: "Why continue BMB?" he answered:

"The best answer to that is the advertiser and agency need for such a service." He quoted the latest BROADCASTING Trends report [BROADCASTING, Jan. 6] as a source in this connection.

No additional charge will be made

(*Continued on page 63*)

Southern California Stations Quietly Plan BMB Withdrawal

INSURGENT movement to withdraw from future participation in BMB was reported last week to be growing in Southern California.

Independent broadcasters said all independent stations in Los Angeles, and some in neighboring areas, do not intend to renew their memberships in BMB.

At least partial corroboration of these reports was seen in the unruffled discussion of BMB during the NAB area meeting in San Francisco. Although it had been anticipated that this session would produce storms of argument, a deceptive calm greeted Hugh Feltis, BMB president, when, after his presentation of the BMB case, he requested questions and comment. Most of the discussion that arose was openly antagonistic.

Absence of sharp comment seemed to substantiate reports that the California secessionists planned to withdraw quietly at the time for renewal of BMB subscriptions.

During his speech, Mr. Feltis said BMB was not soliciting subscription renewals at this time because it had not yet closed its books on the first study. He made it clear, however, that "we would, of course, be glad to receive commitments from any stations or networks who recognize that a uniform measurement of station audiences is an absolute 'must' for the continued growth of radio advertising."

Mr. Feltis said BMB had completed the job it was assigned to do, ahead of its scheduled time, and below anticipated cost.

NAB BOARD GROUP at Mark Hopkins between sessions (l to r): William B. Ryan, KFI Los Angeles; Leslie C. Johnson, WHBF Rock Island; John J. Gillin Jr., WOW Omaha; Ed Kobak, Mutual president; Richard P. Doherty, NAB director of employe-employer relations.

SELECT NAB CITY
1947 Convention Will Be Held In Atlantic City, N. J.

ATLANTIC CITY last week was chosen by the NAB Board of Directors as the site of the 1947 NAB convention, scheduled for Sept. 15-19. The choice is contingent only upon the acceptance of terms by hotels and catering services.

Under present plans, convention assemblies will be held in the Atlantic City Convention Hall, marking the first time in NAB history that meetings have been held outside the headquarters hotels. Approximately 1,500 rooms are guaranteed by hotels in the Convention Hall boardwalk area.

At the same time, dates and places were fixed for district and area meetings as follows:

Area of 10th and 12th districts (Iowa, Mo., Neb., Kan. and Okla.) April 14-15, Kansas City.

Thirteenth district (Texas) April 21-22, Houston.

Area of fourth and seventh districts (Va., W. Va., D. C., N. C., S. C., Ky. and Ohio) April 28-29, Roanoke, Va.

Second district (N. Y. and N. J.) May 5-6, New York.

Fifth and sixth districts (Fla., Ga., Ala., La., Ark., Tenn. and Miss.) May 1-3 (tentative), Birmingham.

Area of eighth, ninth, and eleventh districts (Ind., Mich., Ill., Wis., Minn., N. D. and S. D.) May 8-9 (tentative), probably Chicago.

NAB Board Upsets Net-AFRA Contract

Balks at Secondary Boycott Demand By Union

By EDWIN H. JAMES

THE desperate patchwork of a compromise agreement reached seven weeks ago by the four major networks and AFRA after the talent union had threatened a nationwide strike was strained near the breaking point last week.

A disintegration of the flimsy mending of network-AFRA differences was threatened, and a renewal of the possibility of a strike implied, when the NAB Board of Directors, meeting in San Francisco Jan. 5-7, refused to participate in an advisory council whose formation was the key to the network-AFRA compromise.

Compromise Clause

At the outset of network-AFRA negotiations the union had insisted upon the inclusion in a contract of what it described as an "unfair stations clause" which would prevent networks from feeding programs to affiliates with which AFRA was engaged in disputes. Terming such action a "secondary boycott," the networks had steadfastly refused to agree to it.

Although the duties of the industry-AFRA advisory council were not specifically defined in the contract to which the networks and the union finally agreed, there was little doubt that the council had been intended to intervene in disputes between the union and network affiliates and was plainly the compromise repair of the break in negotiations.

The network-AFRA agreement provided that the advisory council be composed of four representatives of networks, eight of the union and four from the broadcasting industry, the last-named to be appointed by the NAB.

1169 NAB Members

TOTAL membership of the NAB reached 1169 last week when the NAB Board of Directors, at its meeting in San Francisco, admitted 129 new members. When the NAB board last met in San Francisco—in 1940—membership was 536.

The NAB board's action in refusing to authorize the immediate appointment of the four industry members of the council was understood to have come as a surprise.

In the cross-fire of argument that arose when the subject was introduced—at the final session of the board's three-day meeting—Frank Stanton, president of CBS, was reported to have told the board he had approached Justin Miller, president of NAB, with the proposal for appointment of the four representatives last November and that Judge Miller had not indicated unwillingness to comply.

The question of the appointments did not appear on the board's advance agenda which was mailed to its members. It was included, however, in the revised agenda which they received after their arrival in San Francisco.

After heated discussion, the board adopted a resolution instructing Judge Miller to appoint a committee to study the question of appointing the four representatives and to report to the board at its next meeting. Since the next meeting of the board is not scheduled until April, the action was regarded as, in effect, a refusal to participate in the council.

In the resolution the board professed unfamiliarity with "the area of discussion" assigned to the council and said it needed "more information" on that question before it could "act intelligently."

QUIET on the AFRA-network front was broken Monday when the NAB board refused to take part in an advisory council because of secondary boycott implications. Nets and union had initialed an agreement after union had threatened nationwide strike. Board adopted a resolution calling for a report on the advisory council plan at its next meeting—tantamount to a refusal to participate in the council.

In a second resolution, which carefully refrained from referring to the first, the board expressed itself as "unalterably opposed to secondary boycott in any guise and from whatever quarter" and instructed Judge Miller to announce the board's position on that subject to the press.

Next Move Uncertain

Three network representatives were present at the meeting of the board. One, Edgar Kobak, president of MBS, was understood to have

(*Continued on page 67*)

Miller Given Broad Power by NAB

BMB Gets Endorsement; Budget of $650,000 Is Adopted

DELEGATION of plenary powers to the NAB president, adoption of a $650,000 1947 operating budget, and renewed endorsement of BMB highlighted scheduled activity of the NAB Board of Directors meeting Jan. 5-7 in San Francisco.

A last-minute action was to refuse NAB participation in a network - AFRA advisory council whose formation had been considered essential to the preservation of network labor peace (see story this page).

By-Laws Revision

In a three-day session the board:

Adopted a resolution directing President Justin Miller to assume complete executive powers and reducing its own function to policy-making.

Adopted a $650,000 1947 budget which was slightly higher than that for 1946 but still within foreseeable income from present dues schedules.

Expressed "full confidence" in "the work and progress which BMB has made in fulfilling (its) original objectives."

Directed a comprehensive revision of the by-laws, which were written in 1938.

Voted to participate in the Inter-American Broadcasters Assn.

Interim Expediency

The delegation of board executive powers to the president was in the form of a board resolution which was regarded as an interim expediency. A comprehensive redefinition of the president's authority is expected to be integrated in the revised by-laws which a committee of the board of directors will complete before the board's next meeting, tentatively scheduled for April.

Under the present by-laws, adopted in 1938, board members pointed out, the president was given little specific direction. As a consequence, the board itself has assumed responsibilities for details of management which rightfully belong to the association's chief executive, it was said. The original by-laws were devised to provide for a paid presidency for the association. Prior to 1938 the presidency was held by active broadcasters elected annually.

The resolution adopted at San Francisco was intended to confine the board to policy-making and to charge the president with executive management.

The absence heretofore of specific definitions of responsibilities of the board and the chief executive officer has created cumber-

(*Continued on page 58B*)

NEW NAB BOARD at its initial 1947 meeting in San Francisco Jan. 5-7. Seated (l to r): James D. Shouse, WLW Cincinnati; J. Harold Ryan, Fort Industry Co. Toledo; President Justin Miller; William B. Smullin, KIEM Eureka, host director; Leslie C. Johnson, WHBF Rock Island; Michael R. Hanna, WHCU Ithaca. Standing (l to r): Fred Borton, WQAM Miami; C. Bruce McConnell, WISH Indianapolis; Wayne Coy, WINX Washington; Edgar Kobak (observer), president, MBS; T. A. M. Craven, WOL Washington; Wiley P. Harris, WJDX Jackson, Miss.; Ed L. Hayek, KATE Albert Lea, Minn.; Paul W. Morency, WTIC Hartford, Conn.; Frank Stanton, president, CBS; William B. Ryan, KFI Los Angeles; Hugh Terry, KLZ Denver; Frank M. Russell, NBC Washington vice president; A. D. Willard Jr., NAB executive vice president; Campbell Arnoux, WTAR Norfolk; Harry R. Spence, KXRO Aberdeen, Wash.; Don Petty, NAB general counsel; C. E. Arney Jr., NAB secretary-treasurer. Absent when photograph was taken was John J. Gillin Jr., WOW Omaha. Directors unable to attend were: William B. Way, KVOO Tulsa; Harold Hough, WBAP Fort Worth and Martin Campbell, WFAA Dallas, (because of transportation tieups) and Clair R. McCollough, WGAL Lancaster; George D. Coleman, WGBI Scranton and G. Richard Shafto, WIS Columbia, (because of personal reasons).

Fred W. Wagenvoord Named WKBZ Manager

FRED W. WAGENVOORD, sales manager of WKBZ Muskegon, Mich., since last August, became general manager of the station Jan. 1, Grant F. Ashbacker, president of Ashbacker Radio Corp., WKBZ licensee, announced last week. Before joining the WKBZ staff, Mr. Wagenvoord had been sales manager of WJIM Lansing, Mich., for twelve years.

As WKBZ sales manager Mr. Wagenvoord also was supervisor of sales for WKLA Ludington, Mich., sister station under the ownership of Mr. Ashbacker. WKBZ operates with 250 w on 1490 kc.

Gillette Sponsors

GILLETTE SAFETY RAZOR Co., Boston, will sponsor two special programs on MBS, the Widner Cup race on Feb. 22, 4:30-4:45 p. m., and the Flamingo Stakes race on Mar. 1, 4:30-4:45 p. m. Both broadcasts will originate from Hialeah Park, Fla. Agency is Maxon Inc., New York.

Garod Using Radio

ADVERTISING SCHEDULE of Garod Radio Corp. for 1947 will total between $500,000 and $750,000, Louis Silver, sales manager, announced at the company's national sales meeting in Chicago. With all advertising for the year built around the theme that 1947 is Garod's silver anniversary, Mr. Silver said that the company will spend about $250,000 for national magazine space, with cooperative dealer advertising, including radio time, newspaper space, outdoor, etc., getting a percentage of sales, probably between $250,000 and $500,000. Garod advertising is handled by Shappe-Wilkes, New York.

TV Rights to NBC

SALE of video rights for 1947 home games of New York Giants to NBC for $50,000 was announced last week by Horace Stoneham, president of the Giants, and John F. Royal, NBC vice president in charge of television. The 77 Giants games will be broadcast by WNBT New York and by other stations of the NBC television network (WPTZ Philadelphia, WRGB Schenectady), National League rules permitting these out-of-town telecasts, Mr. Royal said. New production techniques, involving the use of from four to six cameras, will be employed by NBC, he explained, giving viewer at home a combination of closeups and long shots that will cover each of the bases and the entire outfield as well as the battery. CBS has exclusive video rights to the Brooklyn Dodgers games this year and Du Mont to those of the New York Yankees, insuring New York televiewers at least one game and frequently two each afternoon during the season.

Leighter Resigns as Manager of WLIB; Mrs. Thackrey Will Direct Operations

DOROTHY S. THACKREY, chairman of the board of WLIB New York, last week announced resignation of Jackson Leighter, president and general manager since May 1, 1946.

Mrs. Thackrey who is also publisher of the *New York Post*, will assume Mr. Leighter's position effective Feb. 1, date of his resignation. Mr. Leighter, formerly executive assistant to the general manager of the *New York Post*, became WLIB president last year when T. O. Thackrey resigned to become vice chairman of the board of WLIB and to devote full time to his duties as editor and general manager of the *Post*.

Mr. Leighter told BROADCASTING that when he first assumed his duties with WLIB he contracted to stay "only for a six months period," but that he subsequently agreed to remain there until FCC hearings for full time and added power were completed.

"Since these hearings were completed two weeks ago," he said, "and coupled with Mrs. Thackrey's desire to become more active in the station, it was unnecessary for me to remain with WLIB any longer. I plan to live in California where I hope to be associated with radio and motion pictures." Mr. Leighter owns the radio contract of Drew Pearson, who broadcasts on ABC Sunday nights for Lee Hats.

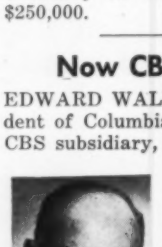
Nine members of the WLIB staff were given dismissal notices Dec. 28 in a personnel reduction aimed at "coordinating all operations under one roof," Mrs. Thackrey said. The station, which has maintained three separate offices, will move Feb. 1 into its new studios at 207-13 E. 30th St., Manhattan.

"We won't need so much personnel when we're under the same roof," said Mrs. Thackrey. She said the station would continue its policy of concentrating on music and news.

WLIB was established in May, 1942 when it was owned by a six-man board headed by Elias Godofsky, president. It was sold to Mrs. Thackrey in November 1944 for $250,000.

Now CBS Director

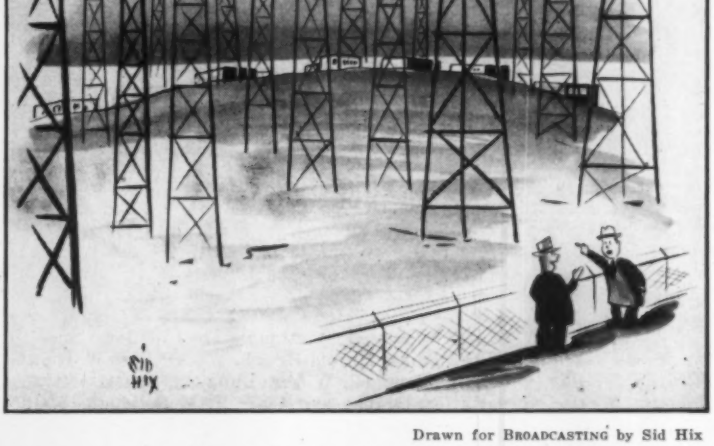
EDWARD WALLERSTEIN, president of Columbia Recording Corp., CBS subsidiary, was elected to the CBS board at its meeting Jan. 8. Mr. Wallerstein has been head of CRC since its formation by CBS in 1939. Prior to that he was associated for five years with RCA Victor as manager of the record division. Simultaneously, the plans for two additional plants of CRC were announced, to be located in Beverly Hills, Calif., and Mexico City.



Mr. Wallerstein

To Sponsor Milo

COMMON GROUNDS Ltd., London, educational publisher, has appointed William H. Rankin Advertising, New York, to handle its advertising. The firm is planning to sponsor a series of transcribed programs featuring Henry Milo, foreign correspondent, on a number of stations throughout the country.



Drawn for BROADCASTING by Sid Hix

"No, not oil derricks, radio stations!"

Kiggins Quits ABC; 17 Years in Radio

Network Executive Is Making Future Plans Known Soon

Mr. KIGGINS

KEITH KIGGINS resigned last week as an ABC senior vice president, halting at least temporarily a career of more than 17 years in network radio. He will announce his future plans at an early date, he said last week. ABC has not announced a successor.

Born May 20, 1896, in Boise, Mr. Kiggins attended the U. of Oregon, ran a cattle ranch, served 18 months overseas in World War I and spent nearly a decade in the investment banking business before events in the fall of 1929 started him looking for a new field of endeavor.

At that time a survey of the international and commercial radio situation attracted the attention of NBC executives, who invited Mr. Kiggins to join the network's station relations department, which he became head of in 1935. Three years later he was named director of the Blue Network, at that time still a part of NBC, and in 1940 he became sales manager of the Blue. When the Blue separated from NBC Mr. Kiggins went along as vice president in charge of stations, subsequently becoming a senior vice president of the network.

Test Spot Campaign

CHATTANOOGA Medicine Co., Chattanooga, Tenn., on Jan. 20 for 13 weeks begins a test spot campaign on eight stations throughout the country for Soltice, a rub for colds and muscular soreness. Agency is Charles W. Hoyt & Co., New York.

Signs Full ABC

NORWICH PHARMACAL, Norwich, New York, (Pepto-Bismol), Feb. 14 starts sponsorship of *The Fat Man*, Fri. 8-8:30 p.m. on the full ABC network. Contract for 52 weeks was placed through Lawrence C. Gumbinner Adv., New York.

TBA Authorizes TV Program Code

Poppele Is Reelected Association Head; Markham, V-P

FIRST STEP toward the creation of an industrywide program code for television broadcasters was taken Tuesday by Television Broadcasters Assn. at its annual membership meeting. Group authorized TBA President J. R. Poppele to appoint a committee to study the program problems of television and report back to the association with recommendations for a code within the next few months. Committee members are expected to be named within the week.

Mr. Poppele, vice president and chief engineer of WOR New York and its video associate now under construction in Washington, was reelected TBA president for coming year by a directors meeting following the general membership session. G. Emerson Markham, general manager of General Electric Co. broadcasting operations, including WRGB Schenectady, company's video station, was elected vice president. Will Baltin, manager of TBA headquarters in New York, was reelected secretary-treasurer. Paul Raibourn, president, Television Productions, was reelected assistant secretary-treasurer.

Other Elections

Earlier the membership had reelected Mr. Raibourn as a TBA director and had elected to the board John F. Royal, NBC vice president in charge of television, and Frank P. Schreiber, general manager of WGN Chicago. Mr. Royal succeeds O. B. Hanson, NBC vice president in charge of engineering; Mr. Schreiber succeeds E. A. Hayes of Hughes Tool Co.

Proposal for a video program code was made by Mr. Poppele in his report to the membership. Declaring that "television programming will make or break this new industry," he pointed out that the lag in programming development has occurred "not because there aren't many hard working producers doing their level best to set a high standard of quality of entertainment, but because there haven't been enough stations on the air as yet or enough circulation to warrant the expenditures which constant top quality programs require."

The intimate way that television reaches every member of the set-owning family gives video programming a social responsibility "far greater than in any other visual medium," Mr. Poppele said, warning the video broadcasters that "if we do not keep our house in order, self-appointed outsiders may want to move in.

"This danger," he declared, "can best be avoided by taking immediate action to assume, honestly and sincerely, the responsibilities which television programming thrusts upon us. We should and must adopt a code or guide which each and every broadcaster should pledge to fulfill. This goes for the small community station operator as well as the network organization."

Mr. Poppele

Mr. Raibourn

To refute any possible impression that he was advocating that "television should be restricted and constricted by namby-pamby do's and don't's," Mr. Poppele urged TBA "to pursue vigorous experimentation until we strike upon a sound basis for a permanent code. However," and he emphasized the point, "there are certain precepts, certain standards of good taste achieved through the years of public exhibition by other visual and aural arts which are essential and to which television should subscribe at the earliest possible moment—surely before many more stations get on the air."

TBA, Mr. Poppele reported, now has 50 members in contrast to the ten who founded the organization three years ago.

At the luncheon session, Mr. Poppele presented a plaque to Dr. Lee De Forest on the occasion of the 40th anniversary of his invention of the audion tube, acknowledging that Dr. De Forest's "unending pioneering has helped bring about the realization of television and its immense possibilities toward uniting all people."

In response, Dr. De Forest declared that by the end of 1947 every sceptic will be convinced that television is here. He predicted that "monochrome pictures will dominate the art for the next several years, possibly longer, but the possibility of color television is awaited.

Networks by Radio

"Tele networks will be chiefly by radio linkage, for I doubt if the Telephone Co. will find such use for its coaxials economically profitable," he stated. "Certainly not when we deal with 1,000-line picture standards, whither the art is in process of time definitely destined. Carrier and wide band video frequencies will, in my opinion, outspeed any economically practical cable and relay improvement.

"And this brings me to my favorite thesis, to wit, that the economical eight-hour-per-day nationwide television linkage, where highest class of entertainment must be available whenever and wherever it is wanted, and at minimum expense, will be, must be, by the ever-reliable, time-honored film-in-the-can carrier system. Today I find I am by no means alone in this advocacy, but only time will tell how right or wrong I am," he concluded.

COAST HOOPERATINGS PLACE BENNY ON TOP

JACK BENNY led the first 15 programs in the December Pacific Network Hooperatings report, with Bobe Hope in second place and Walter Winchell third.

The report showed an average evening audience rating of 9.4, an increase of 0.2 from the last report, and an increase of 0.4 from the rating for the same period in 1945. Average evening sets-in-use reported were 35.7, 0.6 more than the last report and 3.4 more than a year ago. Average evening available homes were 78.4, up 1.0 from the last report and up 1.6 from a year ago.

The average daytime audience rating was 4.3, up 0.4 from the last report, up 0.6 from a year ago. Average daytime sets-in-use reported were 17.9, which represented an increase of 1.6 from the last report, up 1.6 from a year ago. Average daytime available homes were 68.4, up 1.5 from the last report, down 0.5 from a year ago.

The first 15 Pacific programs were: Jack Benny, 39.0; Bob Hope, 32.5; Walter Winchell, 28.3; *Charlie McCarthy Show*, 26.9; Red Skelton, 26.9; *Fibber McGee & Molly*, 25.5; Fred Allen, 25.2; *Bandwagon*, 21.5; Eddie Cantor, 21.5; *The Whistler*, 20.6; *Radio Theatre*, 19.7; *Great Gildersleeve*, 18.8; *Take It Or Leave It*, 17.7; *Blondie*, 17.6; Judy Canova, 16.5.

Miss Martin Gets Two Endorsements

White and Brewster See President In Her Behalf

DOUBLE - BARRELED endorsement of Miss Marion E. Martin for the seventh post at the FCC was given Tuesday when Senators Owen Brewster and Wallace H. White Jr., Maine's Republican team in the Upper House, spoke on her behalf to President Truman (see photo).

Both Senators are members of the new Interstate & Foreign Commerce Committee, of which Senator White is chairman. Senator Brewster was appointed to the Committee when the former Commerce Committee, of which he was a member, was merged with the Interstate Commerce Committee under the Congressional reorganization, creating the unusual situation of two members of the same Senate committee from a single State.

First Endorsement

First endorsement of Miss Martin's candidacy for the FCC vacancy had been given the week before by Guy P. Gannett, president of Portland (Me.) Broadcasting System (WGAN) and publisher [BROADCASTING, Jan. 6]. She formerly was director of the women's division, and assistant chairman of the Republican National Committee.

Senators White and Brewster said after their conference with the President that they had discussed the committee's business for the session. The Chief Executive expressed gratification at the coincidence of their presence on the committee, the Senators said.

Broadcasting and communications legislation were not discussed specifically, they added, nor was there any mention of an oft-proposed investigation of the FCC.

TWIN ENDORSERS of Miss Marion E. Martin for seventh FCC post were Senators Wallace H. White (right) and Owen Brewster, who called on President Truman Tuesday morning. Here they are leaving White House.

President Asks $7,300,000 for FCC

Big Figure Is Expected To Receive Slash By Republicans

ALTHOUGH President Truman requested the all-time high peacetime figure of $7,300,000 for the FCC fiscal year ending June 30, 1948, that figure is expected to be cut by the present Republican Congress. After due investigation, it is believed that after due investigation, Congress will slash the appropriation to the neighborhood of 5 or 6 million. Recommendation on the budget will be given not later than Feb. 15.

AN APPROPRIATION of $7,300,000 for the FCC—largest for peacetime operations — was requested Friday of Congress by President Truman in his budget message for the fiscal year ending June 30, 1948.

The sum is $1,715,000 more than was appropriated for the 1947 fiscal year ending next June 30, although the FCC plans to ask Congress for $651,948 in supplemental appropriations, the budget message stated, bringing the total 1947 appropriation to $6,236,948. For the 1946 fiscal year ending last June 30, the FCC spent $5,954,000.

Although the $7,300,000 represents its largest peacetime budget request, the FCC was given its largest budget, $7,892,135, in the fiscal year ending June 30, 1943—a large part of which was for war work. Of that amount the Commission actually spent $7,771,705.04.

To Investigate W. U.

The current budget request includes $375,000 for an investigation into Western Union telegraph rate structure, with a view to recommending to Congress needed legislation. Western Union has asked FCC for a rate increase. Comr. C. J. Durr advocates outright Government ownership of interstate telegraph facilities or Government subsidies. Aside from the telegraph investigation the FCC asks $6,925,000 for its regular functions.

With an economy-minded Republican Congress in control of the nation's purse-strings and severe critics of the FCC's spending heading both the Senate and House appropriations committees, it was freely predicted on Capitol Hill Friday that the Commission could not hope to obtain its full budget of $7,300,000. There was speculation that the Congress might see fit to slash the FCC to somewhere between 5 and 6 million dollars.

Under the new organization of Congress, a joint committee composed of members of the Senate Finance and Appropriations Committees and the House Appropriations and Ways & Means Committees will study the President's budget, delve into every agency and department, conduct what hearings are necessary and come up with a recommendation no later than Feb. 15 for the nation's budget.

Blue Book Issue

Heading the Senate Appropriations Committee is Sen. Styles Bridges (N. H.) who wants to know how much money the FCC plans to spend enforcing its Blue Book policies. Senator Bridges began an inquiry into the Blue Book in the 79th Congress. Chairman of the Senate Finance Committee is Sen. Eugene D. Milliken (Colo.).

In the House, Rep. John Taber (N. Y.), who many times has criticized the FCC, heads the Appropriations Committee, while Rep. Harold Knutson (Minn.), who has pledged a 20% cut in personal income taxes, is chairman of the Ways & Means Committee. Rep. Richard B. Wigglesworth (Mass.),

(*Continued on page 78*)

OPEN LETTER TO THE BROADCASTING INDUSTRY

PAUL A. PORTER
Former OPA Price Administrator

AFTER ALL the pot-shots that were fired at me during my term as Price Administrator, it's almost a relief to be taking the shots in the arm that are standard equipment for any member of an Economic Mission to Greece.

And in between overseas innoculations, I can at least find time to voice a few words of appreciation, long overdue, I'm afraid, for the tremendous contribution of the radio industry, both during and after the war, toward building support for OPA price, rent control and rationing programs.

It was obvious from their very inception that these unprecedented wartime controls could only be effective if constantly interpreted and explained to the hundred and forty million people whose lives they affected so directly and intimately. For public support could only follow public understanding.

With its more than 900 stations reaching into the homes of nearly all America's families, with its great program flexibility capable of handling both the spot news aspects and the background of OPA actions, radio was especially fitted for this critical job.

From the beginning OPA called on radio, called upon it continuously, to help with the task of explaining unfamiliar controls.

Radio's response to these appeals is a matter of general knowledge. But I doubt if the *extent* of its response has ever been fully recognized. I am not thinking merely of the immense amount of air time that was contributed. The value of this in dollars probably can never be estimated.

Countless individuals—executives and program directors, technicians and engineers, writers, actors, producers, announcers—sponsors and advertising agency personnel—also gave unstintingly of their time and talent, contributing greatly to the backing which OPA programs received.

A special word of praise certainly is due to the women's broadcasters, for the way news of OPA price and rent control and rationing actions was handled.

Public service forums, behind-the-news comments and analyses were of special value. So were the numerous programs devoted to farm and labor interests.

I personally have cause to feel grateful—and I know I speak for my predecessors, too—when I think of all the courtesies extended OPA Administrators, by the various networks and their affiliates. The regular airing of talks by OPA Administrators was enormously helpful in furthering OPA's informational programs, whose basic aim was always to keep the public fully and accurately informed.

The list of the ways in which radio helped is long, and the list of individuals who helped would be endless. All I can do, in a short letter, is to say that the industry as a whole turned in a grand job. I don't know any job that better deserves the praise of the American people themselves or one which more nearly fulfilled radio's responsibility to serve the people's interest.

Brown Reorganization Plan Filed; 'Ripper' Bill in Works

A BILL to establish a Commission on Organization of the Executive Branch of Government to conduct a thorough investigation of all departments, bureaus, agencies, boards, commissions, offices and independent offices was introduced Friday in the House by Rep. Clarence J. Brown (R-Ohio).

At the same time it was learned that a group of House members are readying, for introduction within a fortnight, a "ripper bill" to abolish the FCC and create a five-man board in its stead [CLOSED CIRCUIT, Dec. 2].

Announcing his bill, Representative Brown said the Commission would be authorized and directed to make a "thorough study and investigation" of all activities of Governmental agencies, including the FCC. The Commission, to be composed of top-level personnel, would investigate and recommend legislation to the Congress in January 1949, "after the new 81st Congress has convened and a new President has been elected."

Reduce Expenditures

"It is, of course, contemplated that in the meantime, while the Commission is making its studies and investigations, the membership of the present Congress, in keeping with pledges made the people, will continue to exert every effort to reduce public expenditures and bring about economy and efficiency in the operation of Government business," said Mr. Brown.

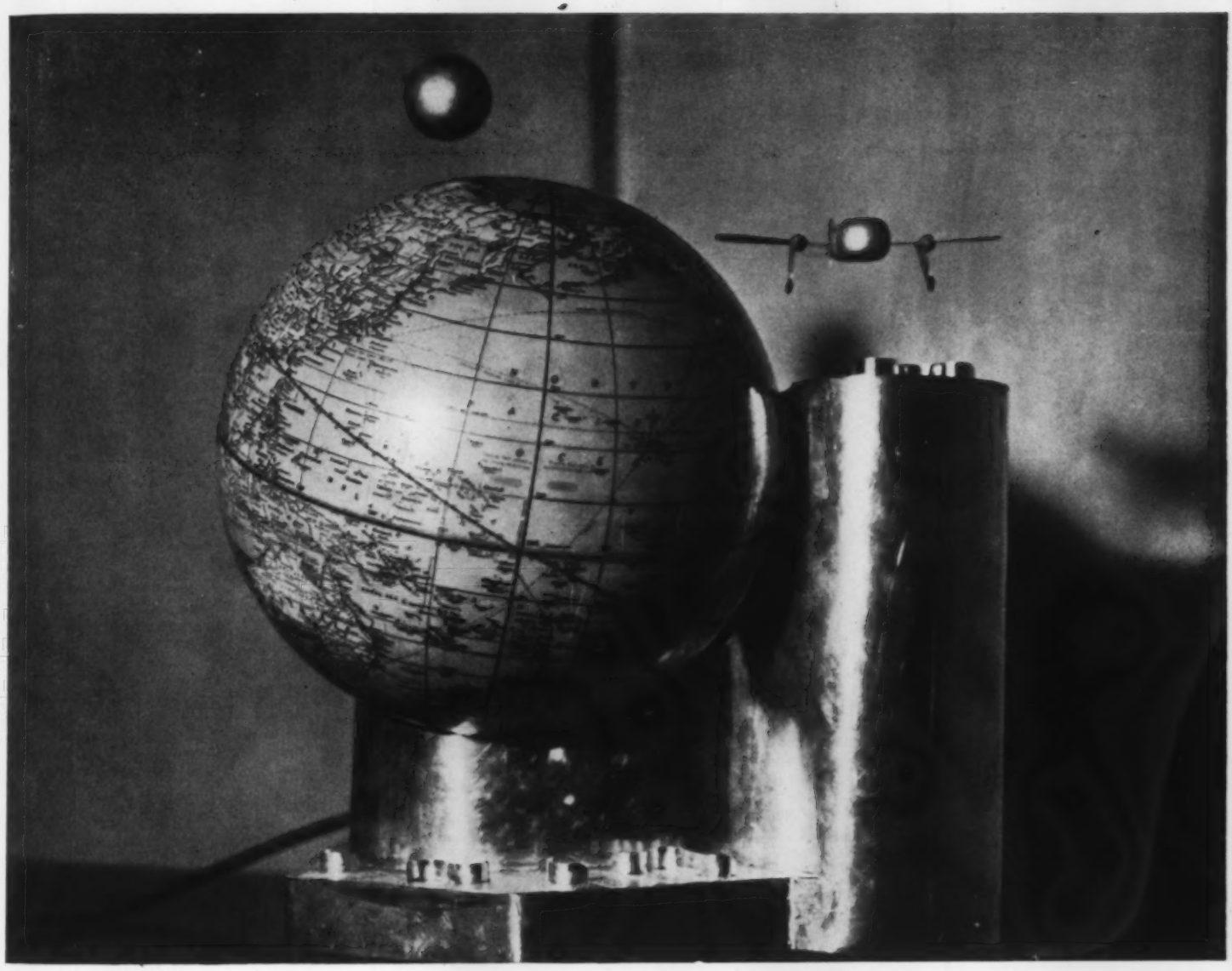
Mr. Brown's Commission would be composed of 12 members, four to be appointed by the President (two from the executive branch of Government and two from private life); four to be named by the President pro tempore of the Senate (two from the Senate and two from private life), and four to be appointed by the Speaker (two from the House and two from private life).

The Commission would be strictly bi-partisan, six Democrats and six Republicans.

Mr. Brown's bill provides that the Commission "shall study and investigate the present organization and methods of operation of all departments, bureaus, agencies, boards, commissions, offices, independent establishments, and instrumentalities of the Executive Branch of the Government to determine what changes therein are necessary in their opinion to accomplish the purposes set forth in Section 1 of this Act."

Section 1 provides for limiting expenditures, eliminating duplication of services, consolidating services, activities and functions of a similar nature, abolishing services not necessary in the efficient conduct of Government, and defining and limiting executive functions, services, and activities.

Meanwhile two pieces of radio legislation were introduced last week—the first of the 80th Congress. Sen. Claude S. Pepper (D-Fla.) introduced a joint resolution (SJRes. 16) to authorize the broadcast of Congressional sessions, while in the House Rep. William Lemke (R-N.D.) introduced a joint resolution (HJ Res. 54) to require the FCC to allocate a portion of the 50-mc band to FM. Both resolutions are holdovers from the 79th Congress.



Ingenious air pressure

In that picture is a revolving globe of the earth similar to those used by geography students. Hovering over it in empty air is a miniature model of the moon and a model air plane which is bobbing between the two.

It's an amazing stunt achieved by air pressure.

There's been some talk here in Baltimore of putting a roof on the Municipal Stadium on the same principle.

But the kind of air pressure we want to talk about is the kind of sales pressure W-I-T-H puts on a product. W-I-T-H is the successful independent radio station that delivers more listeners-per-dollar-spent than any other station in town.

That's why smart time buyers put it on the lists where cost per sale is carefully scrutinized. No doubt about it . . . W-I-T-H is your buy in Baltimore!

W·I·T·H

AM and FM

BALTIMORE 3, MD.

Tom Tinsley, *President* • Headley-Reed, *National Representatives*

Reporting by Television Wins Convert

Covering Congress' First Day Easy From Front Of Video Set

By BILL BAILEY

TAKE IT from one who has reported events for more than a quarter of a century, there's one way to properly cover a joint session of Congress and it's not in the press gallery. It's in front of a television set in the quiet of somebody's home.

This is the story of President Truman's State of the Union address before the joint session last Monday. It was viewed and heard not from the press gallery but from the living room of a private home some 10 miles from the Capitol.

The President's voice came through clearly. In fact it was more distinct than the writer has heard while sitting in the periodical press gallery. In the Capitol reporters have advance copies of the President's speech and can follow, even though his words fade at times.

But watching the procedure through television the newsman gets a look at those human interest angles while he listens to the distinct voice of the President.

For instance, while the visiting dignitaries—the Senate, the Cabinet and diplomats—filed into the House Chamber the television cameras picked them up in detail that escapes the eye from the press galleries. In addition the voice of Bill Henry, CBS commentator, kept viewer-listeners apprised, but Bill got a little mixed up a time or two. He identified Senator Murdock as coming from Arizona. The Senator's from Utah.

Needs Spotter

The name of the French Ambassador seemed to have escaped him for the moment but he quickly recovered on that one. The biggest drawback is keeping up a running commentary, describing what the camera eye sees. By time Mr. Henry had identified Sen. Tom Connally (D-Tex.), the camera was focused on Sen. Walter F. George (D-Ga.), who was busy scratching a Senatorial nose. (These comments are not intended to reflect on Mr. Henry—one of radio's top newsmen. They're pointed out to emphasize that a special events man on AM or FM can err and the listeners are never wiser. In television, a slip in identification will be caught by many viewers. One sports fan, a fellow viewer, remarked: "These television boys will have to have spotters, like football broadcasters, to keep from making mistakes.")

Just before the President arrived President Pro Tem Vandenberg of the Senate and Speaker Martin of the House—the first two Republican leaders to share the Speaker's dais for such an occasion in 18 years—carried on a bit of conversation unaware of an open microphone.

Said Senator Vandenberg—his voice off-mike while Commentator Henry talked—"It's a damn good thing we've got a program."

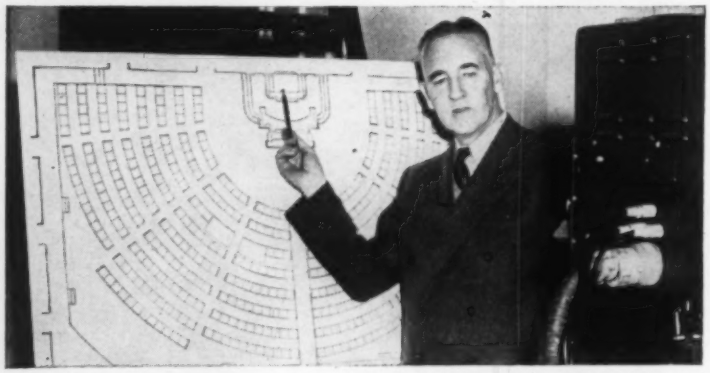
Inside and Out

Speaker Martin was telling about the days when Republicans won the House in the election but lost it through deaths. That was in the 72d Congress, beginning in 1931. Remarked Speaker Martin (still during Henry's commentary): "We won the election but seven of them died." That's the year the Republicans won 220 sets, the Democrats 214 and minority parties 1, but deaths in the Republican ranks, to which Speaker Martin evidently alluded, resulted in the Democrats organizing the House.

Without going to the outside the reporter covering a joint session addressed by the President, saw the Presidential party arrive. The next moment he witnessed events inside the House chamber.

Aside from the text of the President's speech the reporters in the gallery missed facial expressions of Mr. Truman which told a story in themselves. After he addressed the President Pro Tem and Speaker, he dryly remarked: "It looks like a good many of you have moved over to the left since I was here." (Members of the Republican party sit on the left, Democrats on the right). His expression and

(*Continued on page 65*)



TELEVISION VIEWERS saw this graph of the House layout, opening the first telecast of Congress Jan. 3. Bill Henry, CBS commentator, explained seating arrangement, interviewed Majority Leader Halleck (R-Ind.) and Minority Leader Rayburn (D-Tex.), did commentary during pickup, as well as that for President's State of the Union message Jan. 6.

BROADCASTING Associate Editor Bill Bailey covered President Truman's State of the Nation address to Congress Monday as a television viewer in the home of John K. Koepf, television manager of the Fort Industry Co. Mr. and Mrs. Koepf, who live about 10 miles from the Capitol at 3109 Circle Hill Rd., Alexandria, Va., and some six airline miles from the WTTG Washington transmitter, played hosts to Mr. Bailey and a few neighbors. Reception, on an RCA Model 630-TS, is described herein.

President 20.4

PRESIDENT Harry S. Truman's State of the Union address before the joint session of Congress Jan. 6, Mon. 1:03-1:51 p. m., had a Hooper rating of 20.4 and was heard by 10,267,000 adult listeners, according to survey made for CBS by C. E. Hooper Inc.

Blue Book Is Code, Not Regulation

Durr Says Report Justified In Debate Before Yale Group

THE PROVISIONS of the FCC's renowned Blue Book on the program responsibilities of broadcasters "definitely do not" have the force of Commission regulations but are merely a codification of the manner in which the FCC has handled program matters in the past, compiled for the guidance of broadcasters, Clifford J. Durr, FCC member, said last week.

His statement came in response to a barrage of questions leveled at him by Louis G. Caldwell, Washington MBS attorney, and R. K. Richards, editorial director of BROADCASTING, during a forum on "Radio Programs and Public Interest" held at the Yale Law School in New Haven under the auspices of the Law School Student Assn. Mr. Caldwell and Mr. Richards contended that the law gives the FCC no powers of program regulation. Teamed with Mr. Durr in defense of FCC overall program regulation was Charles A. Siepmann, former BBC program director and consultant to the OWI and FCC, where he reportedly wrote a large part of the Blue Book as well as his own look at American broadcasting, *Radio's Second Chance*. Prof. Thomas I. Emerson of the Yale Law School, presided.

"Silly" Idea

The idea that Congress intended the FCC to be no more than an electronic traffic copy is a silly one, Mr. Durr declared in his opening statement. Congress, he said, is concerned with the people and the people are concerned with programs, not electrical signals. "Programs are what broadcasting is all about and any regulation that ignores programs is futile and beside the point," he averred. "The government should not concern itself with the content of any particular program but there should be government concern with the licensee who has the power to determine what shall and what shall not go out over the air."

Mr. Richards, second speaker, pointed out that there has never been any industry objection to the specific requirements of the Communications Act forbidding obscene, indecent or profane language, forbidding lotteries, requiring equal treatment for opposing political candidates or that a sponsored program be so identified. But, he continued, "the sort of program regulation by the government we are discussing is not a matter of these specific prohibitions, which are fairly easy to understand and whose validity can be tested in court.

"What we are discussing is the proposition that a governmental agency, such as the FCC, be given

(*Continued on page 64*)

Picon Discovered

LOUIS G. CALDWELL, Washington radio attorney, long distinguished for his adeptness in the field of letters, coined a new phrase to describe the "land inhabited by broadcasters" . . . This realm, he said, takes its name from the oft-repeated clause in the Communications Act, ". . . in the public interest, convenience or necessity." The broadcasters live, he observed, "in the land of PICON." He described the FCC as the ruler of the realm. "The Land of PICON" was described by him in a debate last Wednesday before the Yale Law School Forum.

KFAB
CBS
Congratulations, Harry,
on KFAB's increase
to 50,000 watts.
Frank Stanton
PRESIDENT
COLUMBIA BROADCASTING SYSTEM, Inc.
KFAB—OMAHA AND LINCOLN
HARRY BURKE, GENERAL MANAGER

UE Is to Ask Wage Increases At GE, WE, GM and Sylvania

UNITED Electrical, Radio & Machine Workers of America (CIO) will shortly present demands for "substantial wage increases" to the leading four companies in the field—General Electric Co., Westinghouse Electric Corp., General Motors Corp. (electrical division) and Sylvania Electric Co., union announced last week following a two-day meeting of over 300 representatives of the UE members employed in those companies.

UE will also ask for a comprehensive health and welfare program, including hospitalization insurance, severance pay, retirement pensions, sick leave provisions, improved vacation plans and paid holidays, to be managed jointly by the company and union but with all costs to be paid exclusively by the company. Union shop will be another goal of the coming negotiations, it was stated.

James J. Matles, national director of organization of UE, told a news conference that no specific dollar-and-cents wage demands will be made, but UE will request "substantial increases" and await specific company offers. Union's general goal, he said, is to regain for the worker his loss in real wages since January 1945, which UE economists estimate as $11.72 a week.

Average Pay $48

Mr. Matles said that the average pay in the electrical industry is $48 a week before taxes. He was firm in stating the union's belief that the companies can comply with the UE demands, both for wage increases and health programs, without raising the price of their products.

Asked about strike possibilities, Mr. Matles smilingly replied that the union is not planning beyond the negotiation stage at present. He pointed out that UE has had only one strike in its 11-year history. This was called a year ago against GE, GM and Westinghouse and settled early by the first two companies but lasted four months at Westinghouse, seriously retarding the company's reconversion and curtailing its production. Mr. Matles, in response to a question, said that the UE treasury has never been in better shape, even before last year's strike.

Effective date of GE and Westinghouse contracts is April 1 and negotiations can be opened on them in January, Mr. Matles said. General Motors effective date is April 28, with negotiations openable in February; Sylvania date is April 30, negotiations openable in March, he reported. UE, he said, has set Jan. 15 as deadline for locals to notify the national office of their approval of the conference decisions, and at that time UE will ask companies to set dates for negotiations to begin.

Upcoming

Jan. 13-14: NAB District 14 Meeting, Hotel Utah, Salt Lake City.
Jan. 14: Don Lee Stations (5) renewal hearings, Los Angeles.
Jan. 15: NAB District 14 News Clinic, Hotel Utah, Salt Lake City.
Jan. 19-21: Mid-Winter Conference, Advertising Assn. of the West, Hotel Claremont, Oakland, Calif.
Jan. 22-24: NAB Sales Managers Executive Committee, Hotel Mayflower, Washington.
Jan. 27: NAB Employe-Employer Relations Committee, Hotel Mayflower, Washington.
Jan. 27: Resumption CBS Color Television Hearing Before FCC, Federal Court House, New York.
Jan. 27-31: American Institute of Electrical Engineers Winter Meeting, Engineering Society Bldg., New York.
Jan. 29-31: NAB Small Market Stations Executive Committee, Hotel Statler, Washington.

NEED FOR PRACTICAL RADIO COURSES SEEN

COLLEGES and universities offering radio courses need to teach their students more about the practical operations of radio and less about theory, George C. Biggar, general manager of WIBC Indianapolis, told the Radio Section, Speech Assn. of America, at the Hotel Sherman, Chicago, a fortnight ago. His topic was "What the Station Manager Expects of the College."

Mr. Biggar

Mr. Biggar called for closer cooperation between colleges and broadcasters. "Many of us," he said, "have gained the impression that students are too frequently taught how radio should be from the educator's standpoint—rather than as it is at hundreds of stations. As a result we're a bit afraid that we'll have to expend time and effort on a reconversion job when we employ college-trained men and women."

Radio has been widely criticized, said Mr. Biggar. "To my best knowledge no sane radio executive will maintain that present-day broadcasting is above criticism. He'll agree that such instances of over-commercialization and lack of local sustaining public service programming as were revealed in the famous FCC Blue Book are not good for the industry. But he prefers that broadcasters do their own policing and that the listeners be the judges."

GENERAL ELECTRIC Co., Schenectady, has loaned a wire recorder to Admiral Richard E. Byrd, who will use it to record his observations as he flies over the frozen wastes of unexplored regions of the Antarctic on his current expedition.

HOPING TO GET CHEVROLET, FORD OR PACKARD (Ky.)?

Despite their highly tempting names, you'll find durned few cars—or people, either—in Packard, Ford or Chevrolet (Ky.)! If you're driving for a real market in Kentucky, don't Dodge around Nashing your teeth in the sticks! What you really *want* is the high-powered Louisville Trading Area, where WAVE hits on all 8 cylinders and gives you *more buying power* than exists in all the rest of Kentucky, combined! Fill 'er up, Mister?

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

Why this team is Tops

1915

The ocean, long a barrier to spoken communications, was conquered when Bell System engineers designed, built, and operated *the transmitter which first sent the human voice across the Atlantic and Pacific.*

1916

A Western Electric transmitter was used in *one of the pioneer ship-to-shore radiotelephone experiments.* Thirteen years later the first regular commercial service was established with Western Electric equipment.

1917

With the *first airborne transmitter,* Western Electric demonstrated two-way radiotelephone between a plane in flight and the ground. From this earliest experiment came commercial airline equipment in 1930.

1920

Western Electric *radio became a part of the nation's telephone system* when it was used to connect Catalina Island to the mainland. Seven years later, the Bell System offered commercial radiotelephone service to Europe.

1922

Western Electric manufactured and installed the *first "high power" (500 Watt) commercial broadcast transmitter*—for the Detroit News Station WWJ.

1930

Transmitter designed by Bell Laboratories *first used for one-way contact with police cars.* Police used Western Electric fixed station transmitters as early as 1922, and two-way mobile equipment from 1933.

From the basic developments pictured at the left, the team of Bell Laboratories and Western Electric continued to set the pace with the best in transmitting equipment. Among the later advances pioneered by this team were:

1928. The *first 50 kw* commercial broadcast transmitter, built by Western Electric, installed at WLW, Cincinnati, Ohio.

1935. A 50 kw Western Electric AM transmitter installed at WOR was the first to incorporate the Bell Laboratories-designed *stabilized feedback* circuit, since accepted as a broadcasting standard.

1937. The *first single sideband transmitter* was introduced for long distance point-to-point communications. The world-wide military communications network used in the war came directly from this development.

1938. Flying tests of the *first VHF aircraft transmitter* showed relatively static-free communication at all times. Modifications of the original Bell Laboratories design were used for basic Army-Navy aircraft radio telephony in World War II.

1940. The *first Synchronized FM* transmitter installed at WOR enabled broadcasters to put top-quality FM programs on the air and keep them on their assigned frequency.

1941. First FM transmitter to use *grounded plate amplifier circuit* was Western Electric 10 kw installed at WOR.

1941. *Twelve talking channels* adjacent to each other, available for the first time on a single radio frequency band, used to connect telephone lines on either side of Chesapeake Bay. Envelope feedback developed by Bell Telephone Laboratories and applied to the carrier technique in radio telephony made this possible.

— QUALITY COUNTS —

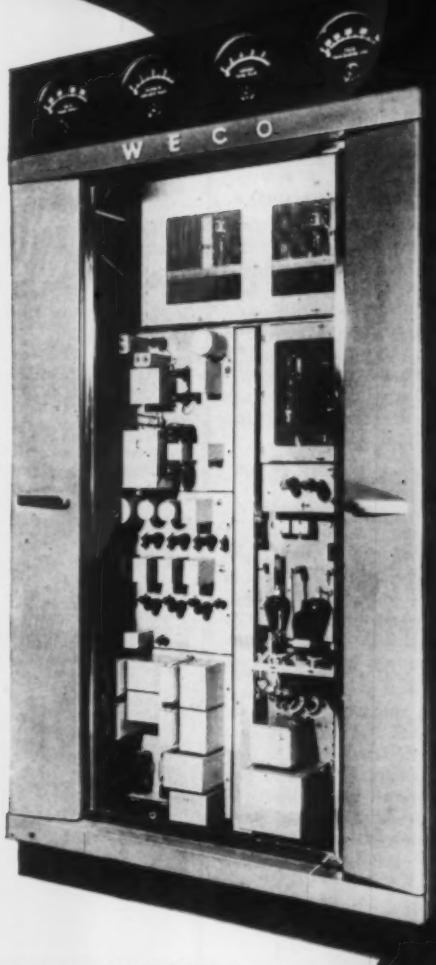
for Radio Transmitters!

The experience gained during the war, when the Bell Laboratories-Western Electric team was the largest supplier of communications equipment, added greatly to the skill and knowledge acquired through 30 years of transmitter development.

This background, plus unequalled research and manufacturing facilities, provides assurance that there are no finer transmitters than those designed by Bell Telephone Laboratories and built by Western Electric—whether for AM or FM broadcasting, point-to-point radiotelephony, or any type of communication or mobile service.

1943. The ARC-1, a crystal controlled ten frequency transceiver, used by the Navy's fighter planes during the war, has been accepted as standard VHF equipment by U.S. airlines. Provides nine plane-to-ground frequencies and one plane-to-plane frequency.

1947. The Western Electric 238-type mobile radiotelephone system is providing dependable Bell System service between vehicles and any wire telephone in a growing number of cities and along trunk highways.



1947. The new TRANSVIEW design FM transmitter, being produced in 1, 3 and 10 kw units, for the first time provides the operator with an unobstructed view of all tubes *while in operation.* Incorporates Bell Laboratories-developed synchronized frequency control.

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BELL TELEPHONE LABORATORIES

World's largest organization devoted exclusively to research and development in all phases of electrical communications.

Western Electric

Manufacturing unit of the Bell System and the nation's largest producer of communications equipment

FCC Slowly Gaining on Applications

List Showing Status As of Dec. 31 Released

THAT FCC is now gaining ground on its AM applications—although slowly—was evidenced last week as the Commission released a new list showing the status of all standard broadcast applications as of Dec. 31.

The list showed 823 applications pending: 48 less than the number on hand at the time of a similar report last October [BROADCASTING, Oct. 28]. It was the third such list since the processing-line plan of handling applications was set up in August, and the first showing a decline in the number pending.

The first list, accompanying announcement of the processing-line procedure [BROADCASTING, Aug. 19], showed 859 applications, a record at that time. The October report covered 871, a gain of 12.

Confirmed Observations

The drop reflected in the Dec. 31 list confirmed earlier observations that the pace at which new AM applications have been filed in recent weeks has begun to slacken, compared with the heavy filings which had prevailed since normal licensing procedures were resumed in October 1945.

The list was released almost simultaneously with announcement of a three-month freeze of AM applications to permit FCC and industry engineers to work together to reduce the present backlog, particularly the more complex engineering cases (see story this issue).

The number of applications in the various processing stages was as follows on Dec. 31, with comparative figures from the August and October reports in parentheses:

Processing Line 1, composed of 250-w local and daytime-only applications—113 (August 134, October 75).

Processing Line 2, composed of engineeringly complex applications —132 (August 130, October 145).

Applications on which engineering study has been completed, now under study by other departments —16 (August 64, October 93).

Study completed, now before Commission for action—18 (no comparative figures from earlier reports).

Cases in pending files—41 (August 27, October 41).

Cases in hearing—503 (August 504, October 517).

The new report on hearing cases was broken down as follows: Designated for hearing but not heard, 246; hearings completed but proposed decisions not issued, 179; proposed decisions issued but not yet made final, 78.

The processing-line plans provides for consideration of applications in the order in which they were filed, insofar as possible. The list as of Dec. 31:

ATTACHMENT A

Processing Line Number One

UNDER EXAMINATION BY ENGINEERING DEPARTMENT

Frequency, Call, Location, File No.

1400–WSAM	–Saginaw, Mich.	B2-P-4626
810–New	–Beeville, Tex. (D. 7604)	B3-P-4639
1240–New	–San Bernardino, Calif. (D. 7720)	B5-P-4863
1510–New	–Macomb, Ill. (D. 7786)	B4-P-4887
1100–New	–Hempstead, N. Y. (D. 7828)	B1-P-4958
1240–New	–Anchorage, Alaska	B-P-4989
970–KHBC	–Hilo, Hawaii	B-P-5039
1520–New	–Clinton, Ill. (D. 7785)	B4-P-5081
1420–New	–Hobart, Okla. (D. 7899)	B3-P-5108
1360–New	–Lynn, Mass. (D. 7802)	B1-P-5117
1240–New	–Nogales, Ariz. (D. 7939)	B5-P-5149
990–New	–Beaumont, Tex. (D. 7957)	B3-P-5178
1240–New	–Leesburg, Fla. (D. 7850)	B3-P-5198
790–New	–Thomasville, N. C.	B3-P-5206
1490–New	–Vicksburg, Miss.	B3-P-5378
830–New	–Beverly Hills, Calif.	B5-P-5499

AWAITING ENGINEERING STUDY

1560–New	–Topeka, Kan. (D. 7456)	B4-P-3989
690–New	–Birmingham, Ala.	B3-P-4598
1230–New	–Parkersburg, W. Va. (D. 7710)	B2-P-4741
1210–New	–Springfiled, Ohio (D. 7893)	B2-P-5220
1050–New	–Shreveport, La.	B3-P-5277
1540–New	–Washington, D. C.	B1-P-5299
1210–New	–Lawrence, Mass.	B1-P-5302
1230–New	–Union, S. C.	B3-P-5304
910–New	–Greenville, S. C.	B3-P-5307
790–New	–Johnson City, Tenn.	B3-P-5308
580–KALB	–Alexandria, La.	B3-P-5311
1490–New	–Blackstone, Va.	B2-P-5317
1470–New	–Jamestown, N. Y.	B1-P-5318
1450–New	–Dover, Ohio	B2-P-5319
1490–WRLD	–Lanett, Ala.	B3-P-5320
670–New	–Clinton, Okla.	B3-P-5321
1490–New	–Mason City, Iowa	B4-P-5324
1190–New	–Oak Cliff, Tex.	B3-P-5330
1020–New	–Minneapolis, Minn.	B4-P-5335
1490–New	–Chester, S. C.	B3-P-5337
870–New	–Farmsville, Va.	B2-P-5338
730–New	–Waxahachie, Tex.	B3-P-5339
900–New	–Sanger, Calif.	B5-P-5341
1450–New	–Eagle Pass, Tex.	B3-P-5342
860–New	–Homestead, Pa.	B2-P-5343
1490–New	–Pittsburgh, Pa.	B2-P-5344
1340–New	–Nogales, Ariz. (D. 7940)	B5-P-5345
1450–New	–Blythe, Calif.	B5-P-5347
1430–New	–Milwaukee, Wisc.	B4-P-5352
1400–New	–Hays, Kan.	B4-P-5354
690–New	–New Orleans, La.	B3-P-5355
1270–New	–Newport News, Va.	B2-P-5357
950–New	–Boston, Mass.	B1-P-5362
1050–WKTM	–Mayfield, Ky.	B2-P-5366
1340–New	–Marianna, Fla.	B3-P-5372
1130–New	–Kansas City, Mo.	B4-P-5373
740–New	–Bridgeport, Conn.	B1-P-5375
940–New	–North Adams, Mass.	B1-P-5376
1510–New	–Stephenville, Tex.	B3-P-5380
1420–New	–Michigan City, Ind.	B4-P-5382
720–New	–Anderson, S. C.	B3-P-5389
1570–New	–Grand Rapids, Mich.	B3-P-5391
990–New	–Southern Pines, N. C.	B3-P-5394
1190–New	–Atlantic, Iowa	B4-P-5395
850–New	–Houston, Tex.	B3-P-5397
700–New	–Dothan, Ala.	B3-P-5401
1250–New	–Denison, Tex.	B3-P-5403
1290–New	–Providence, R. I.	B1-P-5407
920–New	–El Paso, Tex.	B3-P-5408
1240–New	–Sterling, Ill.	B4-P-5409
710–New	–Cleveland, Ohio	B2-P-5412
1400–New	–Ukiah, Calif.	B3-P-5414
1400–WJLB	–Detroit, Mich.	B2-P-5415
1580–New	–South Bend, Ind.	B4-P-5417
960–New	–Bellaire, Ohio	B2-P-5421
800–New	–Pascagoula, Miss.	B3-P-5422
1450–New	–Reno, Nevada	B5-P-5426
1240–New	–Marquette, Mich.	B2-P-5430
680–New	–San Bernardino, Calif.	B5-P-5432
1200–New	–Hammond, La.	B3-P-5435
1340–New	–Mt. Pleasant, Tex.	B3-P-5439
670–New	–Front Royal, Va.	B2-P-5440
1340–New	–Carlisle, Pa.	B2-P-5441
1340–New	–Lamar, Colo.	B5-P-5444
1170–New	–Torrington, Conn.	B1-P-5448
920–New	–Phoenix, Ariz.	B5-P-5449
1450–New	–West Point, Miss.	B3-P-5450
790–New	–Colby, Kan.	B4-P-5454
690–WCYB	–Bristol, Va.	B2-P-5459
1230–New	–Grand Jct., Colo.	B5-P-5461
1490–New	–Alexandria, Minn.	B4-P-5463
730–New	–Thomasville, Ga.	B3-P-5467
1340–New	–Raymondville, Tex.	B3-P-5468
1550–New	–Jacksonville, Ill.	B4-P-5478
1440–New	–Napa, Calif.	B5-P-5479
1220–New	–Renton, Wash.	B5-P-5485
1560–New	–Roscoe, Ohio	B2-P-5491
1450–KNET	–Palestine, Tex.	B3-P-5492
1500–New	–Sherman, Tex.	B3-P-5493
1000–New	–Lincoln, Neb.	B4-P-5495
1400–New	–Waynesville, N. C.	B3-P-5496
1000–New	–Coleman, Tex.	B3-P-5497
840–New	–Scriba, N. Y.	B1-P-5498
1490–New	–Petaluma, Calif.	B5-P-5501
1240–New	–Pikeville, Ky.	B2-P-5502
1560–New	–Hillsboro, Tex.	B3-P-5503
1400–KPDR	–Alexandria, La.	B3-P-5506
1010–New	–Madison, Wis.	B4-P-5508
1500–New	–Brazosport, Tex.	B3-P-5511
1490–New	–Banning, Calif.	B5-P-5512
1230–New	–Gainesville, Fla.	B3-P-5516
1450–New	–Gainesville, Fla.	B3-P-5524
1230–New	–Coleman, Tex.	B3-P-5527
1230–New	–Kerrville, Tex.	B3-P-5528
1240–New	–Barnwell, S. C.	B3-P-5529
1230–New	–Quincy, Fla.	B3-P-5530
1080–New	–Owosso, Mich.	B2-P-5531

ATTACHMENT B

Processing Line Number Two

UNDER EXAMINATION BY ENGINEERING DEPARTMENT

Frequency, Call, Location, File No.

1060–KYW	–Philadelphia, Pa. (D. 7352)	B2-P-3855
940–KTKC	–Visalia, Calif. (D. 7601)	B5-P-3909
860–KONO	–San Antonio, Tex.	B3-P-4329
790–New	–Spokane, Wash.	B5-P-4462
1590–New	–Ventura, Calif. (D. 7469)	B5-P-4463
630–New	–Boise, Ida.	B5-P-4482
970–New	–Great Fall, Mont. (D. 7516)	B5-P-4499
1270–KGCU	–Mandan, N. D.	B4-P-4516
610–WHKC	–Columbus, Ohio	B2-P-4526
940–New	–Amarillo, Tex.	B3-P-4551
560–KWTO	–Springfield, Mo.	B4-P-5259
1270–WHBF	–Rock Island, Ill.	B4-P-5483
950–New	–Sioux Falls, S. D.	B4-P-5505
550–New	–Shawano, Wis.	B4-P-5518

AWAITING ENGINEERING STUDY

950–New	–Valdosta, Ga. (D. 6863)	B3-P-4106
960–KFVS	–Cape Girardeau, Mo. (D. 7130)	B4-P-4289
550–KFMB	–San Diego, Calif.	B5-P-4415
1320–New	–San Juan, P. R.	B-P-4560
1150–KFJI	–Klamath Falls, Ore.	B5-P-4573
1280–KNAK	–Salt Lake City, Utah	B5-P-4582
900–WTRI	–Troy, N. Y.	B1-P-4591
930–WPAT	–Paterson, N. J.	B1-P-4613
1430–New	–Altoona, Pa.	B2-P-4632
1510–KGA	–Spokane, Wash.	B5-P-4647
1280–New	–Silver City, N. M.	B5-P-4648
1260–New	–San Fernando, Calif. (D. 7749)	B5-P-4657
1370–WCOA	–Pensacola, Fla.	B3-P-4660
1470–New	–Coolidge, Ariz.	B5-P-4677
1520–New	–Buffalo, N. Y.	B1-P-4678
850–WRUF	–Gainesville, Fla.	B3-P-4682
1460–WLAY	–Muscle Shoals, Ala.	B3-P-4684
970–WAAT	–Newark, N. J.	B1-P-4691
1360–New	–Goose Creek, Tex. (D. 7669)	B3-P-4706
1460–WELO	–Tupelo, Miss.	B3-P-4719
1320–WJAS	–Pittsburgh, Pa.	B2-P-4714
710–KTBS	–Shreveport, La. (D. 7598)	B3-P-4720
620–WHJB	–Greensburg, Pa.	B2-P-4721
1270–New	–Sioux Falls, S. D. (D. 7632)	B4-P-4734
850–New	–Albany, N. Y.	B1-P-4740
1260–New	–Cleveland, Ohio	B2-P-4760
790–New	–Allentown, Pa.	B2-P-4790
1150–New	–Utica, N. Y.	B1-P-4793
950–WAAF	–Chicago, Ill.	B4-P-4796
740–New	–Tulsa, Okla.	B3-P-4797
1600–New	–Orange, Tex.	B5-P-4801
1310–New	–Joplin, Mo. (D. 7781)	B4-P-4805
1330–WBBR	–Brooklyn, N. Y.	B1-P-4807
680–KFEQ	–St. Joseph, Mo.	B4-P-4810
550–New	–Anchorage, Alaska	B-P-4817
590–WDLP	–Panama City, Fla.	B3-P-4829
960–WMFF	–Plattsburg, N. Y.	B1-P-4830
1260–New	–Trenton, N. J.	B1-P-4832
610–KVNU	–Logan, Utah	B5-P-4842
1380–KWK	–St. Louis, Mo.	B4-P-4843
1370–WPAB	–Ponce, P. R.	B-P-4871
1300–KOME	–Tulsa, Okla.	B3-P-4880
1170–New	–Bellingham, Wash.	B5-P-4893
940–WMAZ	–Macon, Ga.	B3-P-4899
1200–New	–Middletown, R. I. (D. 7820)	B1-P-4902
1420–KUJ	–Walla Walla, Wash.	B5-P-4908
630–WJMS	–Ironwood, Mich.	B2-P-4909
850–WHDH	–Boston, Mass.	B1-P-4912
980–New	–Morgan City, La.	B3-P-4913
1410–New	–Dalhart, Tex.	B3-P-4919
620–New	–Hackensack, N. J.	B1-P-4956
1440–New	–Quincy, Ill.	B4-P-4970
1600–New	–Brookline, Mass.	B1-P-4976
1480–New	–Lincoln, Neb.	B4-P-4985
990–New	–Muskogee, Okla.	B3-P-4996
580–New	–Washington, D. C.	B1-P-4997
1500–New	–Preston, Ida.	B5-P-5002
1270–WTAL	–Tallahassee, Fla.	B3-P-5009
1380–KIDO	–Boise, Ida.	B5-P-5017
1280–WBBZ	–Ponca City, Okla.	B3-P-5018
1320–WKIX	–Columbia, S. C.	B3-P-5023
590–WOPI	–Bristol, Tenn.	B3-P-5026
1290–WTMC	–Ocala, Fla.	B3-P-5029
1380–KRKO	–Everett, Wash.	B5-P-5030
1070–WKVM	–Arecibo, P. R.	B-P-5031
1430–KLO	–Ogden, Utah	B5-P-5032
1480–New	–Shamokin, Pa.	B2-P-5045
1270–KCOK	–Tulare, Calif.	B5-P-5050
1420–New	–Stockton, Calif.	B5-P-5059
1530–KFBK	–Sacramento, Calif.	B5-P-5072
1480–New	–Austin, Minn.	B4-P-5085
930–WFMD	–Frederick, Md.	B1-P-5128
590–New	–Versailles, Ky.	B2-P-5136
930–New	–Pueblo, Colo.	B5-P-5137
1470–New	–Lewiston, Me. (D. 7898)	B1-P-5146
970–WCSH	–Portland, Me.	B1-P-5157
1420–New	–Owensboro, Ky.	B2-P-5161
1460–WJPF	–Herrin, Ill.	B4-P-5162
1310–WGH	–Hampton Roads, Va.	B2-P-5167
1060–New	–Houston, Tex.	B3-P-5175
630–KOOS	–Coos Bay, Ore.	B5-P-5177
790–New	–Eustis, Fla.	B3-P-5193
1140–KGDM	–Stockton, Calif.	B5-P-5197
1390–New	–Anniston, Ala.	B3-P-5250
1420–New	–Lufkin, Tex.	B3-P-5275
1320–WAGF	–Dothan, Ala.	B3-P-5292
910–KLX	–Oakland, Calif.	B5-P-5293
580–KALB	–Alexandria, La.	B3-P-5301
790–WTAR	–Norfolk, Va.	B2-P-5303
750–KXL	–Portland, Ore.	B5-P-5325
1470–WRGA	–Rome, Ga.	B3-P-5344
1250–KGHI	–Little Rock, Ark.	B3-P-5348
600–KVGV	–Redding, Calif.	B5-P-5350
1520–New	–Milwaukee, Wis.	B4-P-5359
1070–New	–Corpus Christi, Tex.	B3-P-5360
1590–KSJO	–San Jose, Calif.	B5-P-5367
900–New	–Laguna Beach, Calif.	B5-P-5371
1590–New	–Guyama, P. R.	B-P-5390
620–New	–Sioux City, Iowa	B4-P-5396
1290–KUOA	–Siloam Springs, Ark.	B3-P-5400
1580–New	–Winslow, Ariz.	B5-P-5406
1590–WHHT	–Durham, N. C.	B3-P-5424
1130–WDGY	–Minneapolis, Minn.	B4-P-5429
1440–WHIS	–Bluefield, W. Va.	B2-P-5437
1130–KYOR	–San Diego, Calif.	B5-P-5438
1350–New	–Duncan, Okla.	B3-P-5452
1370–New	–Tillamook, Ore.	B5-P-5460
1140–WKAX	–Birmingham, Ala.	B3-P-5464
1150–WJRD	–Tuscaloosa, Ala.	B3-P-5471
1350–KCOR	–San Antonio, Tex.	B3-P-5472
950–WWJ	–Detroit, Mich.	B2-P-5474
1150–New	–Great Falls, Mont.	B5-P-5481
1380–New	–Sacramento, Calif.	B5-P-5494
910–New	–Waycross, Ga.	B3-P-5513
1470–KTRI	–Sioux City, Ia.	B4-P-5514
620–KWAL	–Wallace, Ida.	B5-P-5515
630–New	–San Antonio, Tex.	B3-P-5542
970–WMMJ	–Peoria, Ill.	B4-P-5551

ATTACHMENT C

ENGINEERING STUDY COMPLETED— AWAITING STUDY BY OTHER DEPARTMENTS

Frequency, Call, Location, File No.

1600–New	–Eugene, Ore. (D. 7383)	B5-P-3771
1110–KIOX	–Bay City, Tex.	B3-P-4012
1470–New	–Meriden, Conn. (D. 7897)	B1-P-4025
1350–New	–San Bernardino, Calif. (D. 7558)	B5-P-4240
1150–KSAL	–Salina, Kan. (D. 7490)	B4-P-4364
1480–WSAR	–Fall River, Mass.	B1-P-4384
1600–New	–Yuba City, Calif.	B5-P-4488
570–KLCN	–Blytheville, Ark.	B3-P-4537
1230–New	–Cumberland, Md. (D. 7554)	B1-P-4625
920–New	–Las Vegas, Nev.	B5-P-4942
1250–KPAC	–Port Arthur, Tex.	B3-P-5125
940–New	–Newark, Ohio	B2-P-5222
800–New	–Miami Beach, Fla.	B2-P-5289
1450–WJXN	–Jackson, Miss.	B3-P-5294
550–New	–Oklahoma City, Okla.	B3-P-5404
560–WHBQ	–Memphis, Tenn.	B3-P-5405

ATTACHMENT D

AWAITING COMMISSION ACTION

Frequency, Call, Location, File No.

1290–WIRL	–Peoria, Ill. (D. 6710)	B4-P-3686
970–KFRE	–Fresno, Calif. (D. 7125)	B5-P-3757
1420–KNOW	–Austin, Tex.	B3-P-4042
1070–New	–Coral Gables, Fla. (D. 7075)	B3-P-4187
920–New	–Faribault, Minn. (D. 7875)	B4-P-4581
1230–New	–Grass Valley, Calif. (D. 7461)	B5-P-4616
650–New	–Rochester, N. Y.	B1-P-4859
1090–New	–Waterloo, Ia. (D. 7911)	B4-P-5012
1240–New	–Somerset, Ky. (D. 7696)	B2-P-5019
970–New	–Rochester, Minn. (D. 7876)	B4-P-5080
1360–WKAT	–Miami Beach, Fla.	B3-P-5201
1450–New	–Bangor, Me.	B1-P-5207
1000–New	–Kinston, N. C. (D. 7881)	B3-P-5227
920–New	–Wadena, Minn.	B4-P-5351
910–New	–Paris, Tenn.	B3-P-5431
890–New	–Anderson, S. C.	B3-P-5476
1070–New	–Miami Beach, Fla.	B3-P-5510
940–New	–Tyler, Tex.	B3-P-5540

ATTACHMENT E

CASES PLACED IN PENDING FILE BY COMMISSION ACTION

Frequency, Call, Location, File No.

830–KWKW	–Pasadena, Calif. (D. 6737)	B5-P-3710

(Continued on page 28)

Don Lee Requests Bill of Particulars

Petitions FCC for Details Of Its Purported Violations

DON LEE Broadcasting System asked FCC last week to issue a bill of particulars for the hearing, slated to get under way in Los Angeles tomorrow (Jan. 14), on its purported violations of the Commission's network option-time rules.

Without more details than were contained in the issues announced for the hearing and in other information provided by the Commission, Don Lee declared in a petition, adequate preparation of the network's case is impossible.

The petition asked for a declaratory ruling "framed with sufficient particularity as to designate definite violations of named regulations, by specific transactions or series of transactions with named affiliates at specified times, and specifically what, if any, operating practices the Commission questions."

FCC Comr. Rosel H. Hyde is slated to preside over the hearing. Bernard Koteen will be FCC counsel.

Specific Information

The petition, filed by Dempsey & Koplovitz, Washington counsel, "does not seek postponement of the hearing" nor ask FCC to "anticipate in its issues all of the evidence which may possibly be adduced at a hearing," but only to make known enough specific information regarding the charges to permit preparation of a defense.

It was pointed out that Don Lee, at Commission request, turned over its files of correspondence with affiliates for FCC's use for several months. In response to a subsequent Don Lee request for advice on "what specific violations of Commission Regulation 3.104 [network option-time rule] the Commission believed petitioner had been party to," FCC submitted a list of 416 documents taken from Don Lee files and photostated, which the Commission said it intended to use as the basis of its evidence.

"Diligent search" of the files borrowed by FCC, Don Lee asserted, "has enabled the attorneys, with great difficulty, to assemble 372 [documents] which answer to the description . . . furnished in the Commission list." Several "which could possibly fit the Commission description" were found, but many of the documents listed could not be located, the petition declared.

Then followed a request for FCC to provide a set of its photostatic copies for Don Lee's use in preparing the case. But, the petition said, it was learned that "the Commission evidence had been forwarded to Los Angeles and, consequently, attorneys for the petitioner would not be able to obtain copies until they arrived at Los Angeles for the hearing."

In the meantime, it was recalled, the issues were amended to include a study of possible violations not only of the option-time rule but also of Secs. 3.101, relating to exclusive affiliation of stations; 3.102, regarding territorial exclusivity; and 3.105, concerning a station's right to reject programs.

Five Stations

The hearing involves license renewal applications of five Don Lee stations: KGB San Diego, KDB Santa Barbara; KFRC San Francisco, KHJ and KHJ-FM Los Angeles. Don Lee's application for a Class B FM station at San Francisco will be heard in the same proceeding.

The only issue specified by the Commission for the hearing—aside from the customary questions regarding legal (but not, in this case, technical and financial) qualifications, etc.—is as follows:

"To obtain full information concerning applicant's past practices with respect to its network operations and, in particular, to determine whether applicant is, or has been, engaging in practices in violation of, or designed to procure or compel violations by other stations of, the provisions of Secs. 3.101, 3.102, 3.104 or 3.105 of the Commission's rules and regulations."

New Studios, Television, Facsimile, FM Are Included in WBAL's Plans for 1947

EXPENDITURES of more than three quarters of a million dollars are planned by WBAL Baltimore during 1947 for new radio and television studios and broadcasting, television and facsimile equipment, Harold C. Burke, manager, announces. WBAL expects to move into its new studios, now under construction, about April 15. With some of its television equipment already on hand, the station expects to begin video demonstrations in Baltimore early in February and hopes to have its television station in operation by summer or early fall, Mr. Burke states. WBAL's application for an FM station is pending before the FCC.

The station also has purchased facsimile equipment and hopes to begin experiments in this field at an early date, according to Mr. Burke.

In WBAL's new studio building at 2610 N. Charles St., Baltimore, nine studios have been specially designed for AM, FM and television broadcasting. The auditorium studio is similar to the latest type constructed by NBC in New York and Hollywood, while the television studio is as large as the studio now being used by NBC in New York for video, Mr. Burke states. All of the studios include the new concepts of construction, such as polycylindrical diffusion, fluorescent lighting and year-around air conditioning.

New home of WBAL Baltimore is ultra modern. To be located at 2610 North Charles St., the new studios will have the latest in design and will be equipped for FM and television.

In anticipation of enlarged operations, WBAL has increased its staff and is experimenting with programs to be broadcast before audiences in the new auditorium studio. Program manager is Donald De Groot. Edward Harvey is assistant program manager.

NBC Central Div. Clients Get $877,956 Free Time

NBC CENTRAL DIVISION local and network clients received free advertising in 1946 amounting to $877,956 in 16,101 station break announcements on WMAQ Chicago, according to Emmons Carlson, manager of the division's advertising and sales promotion department. Cost of this promotion service to commercial accounts was computed on the station's regular card rates for station break announcements and represented an increase of more than $200,000 over the previous year.

Breakdown of total showed that network clients received $667,136 in free time while local accounts were credited with $210,822.

TRIBUTE to neighboring communities will be featured in new Sunday series scheduled on WCAU Philadelphia, Sun. 1:45-2 p.m., starting Jan. 19. Each program will give the history and industries and cultural backgrounds of a different city in the eastern Pennsylvania and southern New Jersey area. Starting with Lancaster, Pa., series will be called "Salute to Communities."

611 Million State Dept. Budget Asked

Amount for OIC, Which Handles Short Wave Radio, Not Listed

A STATE DEPT. appropriation of $611,972,542 for the 1948 fiscal year was asked of Congress Friday by President Truman in his annual budget message. For the 1947 fiscal year Congress appropriated $178,537,406, although supplemental anticipations totaled $379,159,053.

How much of that 611 million dollars is earmarked for the Office of International Information & Cultural Affairs, under which short-wave radio functions, was not specified in the budget message.

At the present time State Dept. operates transmitters in the U. S., Algiers, Manila, Munich and Honolulu. Programs in 17 languages are beamed to Europe, with Russian-language broadcasts scheduled to begin shortly. For Latin America programs are broadcast in three languages and for the Far East eight languages and dialects are used.

Comparative Table

Following is a comparative table of the number of hours broadcast weekly by the *Voice of America* in comparison with programs from the U.S.S.R. and Great Britain:

To Europe—U. S. 199 hours, 30 minutes; Great Britain, 259 hours, 30 minutes; U.S.S.R. 193 hours, 25 minutes.
To Latin America—U. S., 126 hours, 30 minutes; Great Britain, 73 hours, 30 minutes; U.S.S.R. 4 hours, 30 minutes.
To Near East, Middle East, Africa—U. S., none; Great Britain, 83 hours, 55 minutes; U.S.S.R. 47 hours.
To Far East—U. S., 68 hours, 15 minutes; Great Britain, 18 hours, 55 minutes; U.S.S.R. 27 hours, 25 minutes.

In the past year, according to OIC, the State Dept. has received more than 50,000 letters from listeners the world over, 65% from Europe, 25% from Latin America and 10% from the Far East. Most of them ask questions about the U. S., which are answered on the air.

William Slates Appointed KWHN Ft. Smith Manager

APPOINTMENT of William Slates as general manager and J. Frederick Darby as chief engineer of KWHN Fort Smith, Ark., was announced last week by Allan Whiteside, president of KWHN Broadcasting Co., licensee. Mr. Slates formerly was with KFPW Fort Smith. Mr. Darby was with KGGF Coffeyville, Kan., and WDAF Kansas City and for the past five years has served as a radio-radar engineer for the Navy and War departments.

KWHN will operate with 5 kw on 1320 kc day and night, and construction work has been started on its transmitter site and studio building. The transmitter will be located between Fort Smith and Van Buren, Ark. A two-story, downtown Fort Smith building is being completely remodeled to house KWHN's modern studios.

Outlets Average 900 Commercials

Record Kept on Nine N. Y. Stations Over Period

NINE LEADING New York radio stations broadcast a total of more than 8,000 commercial messages, an average of more than 900 each during seven 16-hour broadcast December days, according to logs kept by Radio Reports for the week Dec. 4-10, 1946.

Issued as 63 mimeographed booklets, one for each station for each day, the report totals some 600 pages and 18,000 individual entries.

The record, a foreword explains, "was aimed primarily at showing the commercial traffic on the stations and, to some extent, the nature of that traffic." Logs cover the four network key stations, WCBS (CBS), WJZ (ABC), WNBC (NBC), WOR (MBS) and five non-network stations: WHN, WINS, WMCA, WNEW and WQXR.

Radio Reports announced that WOR carried the greatest number of commercials of the nine, which a count made by BROADCASTING showed to be 1121 for the week. BROADCASTING's figures for the other stations, listed in descending order, were: WHN, 1111; WNEW, 1050; WMCA, 993; WINS, 928; WNBC, 861;; WJZ, 804, WCBS, 704; WQXR, 578.

All announcements made by each station each day during the 16-hour checking period are shown in the reports by time; name of program, if any; name of sponsor and/or product, as announced; length of announcement, in quarter-minute units; type of announcement: straight, musical, dramatic or a combination form; and whether delivered by the regular announcer, the star of the program or a guest speaker. Logged by listeners, the records show station identifications, service and other non-commercial announcements as well as the strictly commercial messages.

Comparisons Not Made

In supplying these records to the subscribing stations, Radio Reports included no totals, averages or analyses of any kind, leaving all calculations and comparisons to the purchasers. The tables below were made by BROADCASTING with the permission of Radio Reports. They attempt only to count the commercials broadcast by each station during morning, afternoon and evening, without distinguishing between long and short commercials or between spot announcements and those broadcast during sponsored program periods. Because of several interruptions in the logging records and because it was not always possible to be sure whether a particular announcement was commercial or sustaining, the figures should be taken as indicative of relative position of the stations, rather than as an absolute measurement of the number of commercials broadcast.

Number of Commercial Messages
Monday-through-Friday Averages

	A.M. 7-12	P.M. 12-6	Eve. 6-11	Total
WOR	61	66	52	179
WHN	50	86	46	182
WNEW	47	74	38	159
WMCA	59	38	54	151
WINS	50	63	37	150
WNBC	27	74	44	145
WJZ	60	45	30	135
WCBS	39	47	31	117
WQXR	26	37	28	91
Saturday				
WOR	36	21	35	92
WHN	14	74	41	129
WNEW	52	57	37	146
WMCA	41	27	52	120
WINS	34	44	26	104
WNBC	24	7	34	65
WJZ	28	9	27	64
WCBS	40	2	24	66
WQXR	13	38	27	78
Sunday				
WOR	40	45	49	134
WHN	20	29	21	70
WNEW	32	65	10	107
WMCA	40	49	28	117
WINS	16	38	14	68
WNBC	12	19	40	71
WJZ	13	28	34	75
WCBS	5	18	29	52
WQXR	8	22	17	47

While the quarter-minute timing of the length of the announcements was presumably close enough for the uses for which the reports were intended, the figures seemed too rough for commercial time totals, similar to the total numbers of commercials tabulated above, to be made. Radio Reports has announced plans for repeating its announcement logging experiment in the coming year. Perhaps at that time more exact measurements will be made which will permit more detailed analysis of the results.

FCC Opinion on WBAL License Renewal Plea Is Made Public

PASSING LIGHTLY over WBAL Baltimore's attack on the Blue Book but providing that the charges may be developed in the course of hearing, FCC's memorandum opinion denying the WBAL petition for license renewal without hearing was made public last week.

The opinion, which was adopted Dec. 20 and whose fundamental findings were announced Jan. 3, refused WBAL's request for reconsideration of Commission action designating the case for hearing with the Drew Pearson-Robert S. Allen application for WBAL's clear-channel facilities. But, in accordance with the station's request for postponement of hearing, FCC moved the date from Jan. 13 to Feb. 24 [BROADCASTING, Jan. 6].

A division of Commission thinking on the WBAL renewal application was disclosed in the opinion's statement that on two occasions Comr. E. K. Jett had moved for reconsideration and grant, but that "the motions failed for want of seconds." The first such motion was made last July 19, after WBAL submitted an analysis of its program operations for the week of June 2-9. The second came on Sept. 13, the opinion pointed out.

Regarding WBAL claims that the Blue Book made "false, distorted and misleading" references to the station's programming under Hearst Radio ownership as compared to its previous operation by Consolidated Gas, Electric Light & Power Co. [BROADCASTING, Dec. 16], the opinion said WBAL will have, at the hearing, "ample opportunity to show whatever it deems to be the facts . . ."

FCC's decision, the opinion added, will then be based on "the facts shown in the record."

No reference was made to WBAL's charge that Blue Book references to the station precipitated the filing of the Pearson-Allen application.

To WBAL's contention that the Pearson-Allen application was incomplete because it left details of program plans for presentation at the hearing, FCC replied that the application "is complete in all essential details." It also denied WBAL claims that the applications are not mutually exclusive since WBAL's renewal would extend only to May 1, 1948, and the proposed station could not be on the air before that date.

WGN RELEASES SEVEN AS AFRA FIGHT ENDS

FIRST DIRECT RESULT of last week's completed negotiations between AFRA and five Class A Chicago stations was the release of seven announcers from WGN.

WGN, which held out to the last minute against AFRA's demands for elimination of the sustaining announcers classification, will not, however, reduce its present staff of 18 announcers until Feb. 28, according to Frank Schreiber, general manager. Mr. Schreiber said the staff reduction was made necessary due to increased production costs, of which talent is the heaviest contributor.

Buckingham Gunn, WGN program director, said the station's operating schedule was undergoing an adjustment and that remaining announcers were each expected to do the 12 free commercial programs permitted under the terms of the new union contract.

"This will mean that some of the men will work overtime, but even so, the total expense will be less than the pay boost to the sustaining announcers," he said.

FOLLOWING the signing of the first FM contract with WCTS, WKRC Cincinnati FM station, Benjamin Katz (seated), president of the Gruen Watch Co., has the intricacies of the control panel explained to him by Hulbert Taft Jr. (l), managing-director of WKRC WCTS, and George Wilson, chief engineer. The Gruen time signal will be heard every hour on the hour over the new station.

MILLER JOINS RADIO LAW FIRM IN CAPITAL

SAMUEL MILLER, head of the FCC Law Dept.'s Hearing Section, resigned last week to join the Washington radio law firm of Cohn & Marks, effective immediately.

Mr. Miller

Mr. Miller, who headed the Commission's FM Section before taking over the hearings post last July, joined the Commission Aug. 13, 1940 after more than a year as attorney in the Lands Division, Dept. of Justice, and two years of private practice in his home town, Kaukauna, Wis.

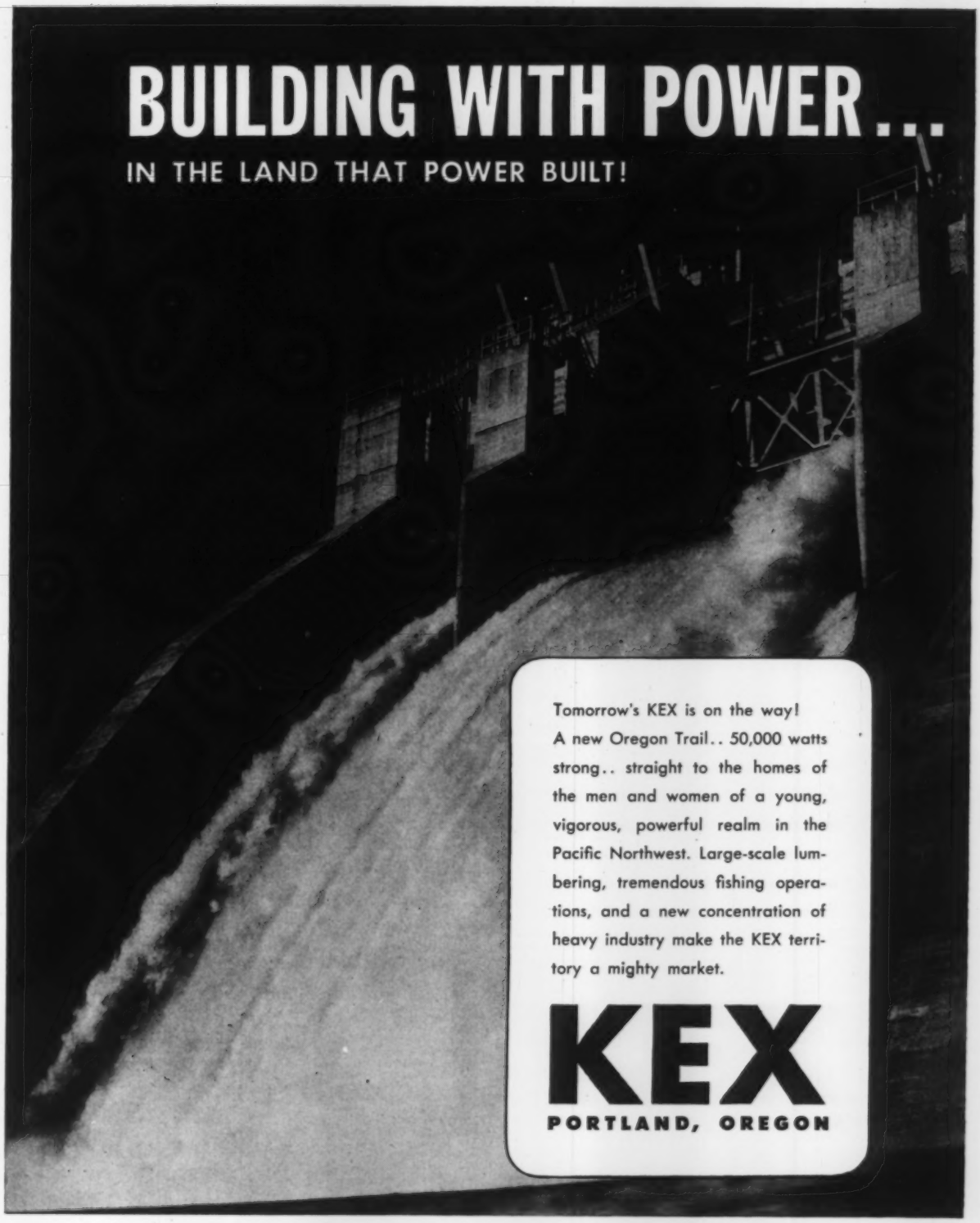
In approximately eight months the FM Section under his direction turned out decisions on more than 500 applications, while the Hearings Section has disposed of some 75 cases, representing about 300 applications, since it was set up last July with him in charge. His successor in the Hearings Section has not been announced.

Mr. Miller's first service with FCC was in the Litigation and Administration Division, where he participated in the network, newspaper ownership and multiple ownership proceedings. From February to November 1942 he was assistant to Comr. Ray C. Wakefield, after which he transferred to the Broadcast Division, where his duties included participation in a number of duopoly and other hearings, rules work, and processing of applications. He has presided or served as Commission counsel in a number of AM and FM hearings, including the Chicago, Cleveland, and Washington FM proceedings.

Mr. Miller was graduated from U. of Wisconsin Law School in 1936.

BUILDING WITH POWER...

IN THE LAND THAT POWER BUILT!



Tomorrow's KEX is on the way!
A new Oregon Trail.. 50,000 watts strong.. straight to the homes of the men and women of a young, vigorous, powerful realm in the Pacific Northwest. Large-scale lumbering, tremendous fishing operations, and a new concentration of heavy industry make the KEX territory a mighty market.

KEX
PORTLAND, OREGON

WESTINGHOUSE RADIO STATIONS Inc
KYW KDKA WBZ WBZA WOWO KEX
National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

Applications

(*Continued from page 26*)

1030–KARM	–Fresno, Calif. (D. 7124)	B5-P-3784
1280–WGBF	–Evansville, Ind.	B4-P-3844
1200–WHLD	–Niagara Falls, N. Y.	B1-P-3879
1030–WSC	–Pullman, Wash. (D. 7537)	B5-P-3940
1240–New	–Charlotte, N. C. (D. 7607)	B3-P-3952
660–KSKY	–Dallas, Tex.	B3-P-3966
1490–New	–Austin, Tex.	B3-P-4355
940–New	–Rio Piedras, P. R.	B-P-4397
890–New	–Santa Monica, Calif.	B5-P-4481
1460–WKBO	–Harrisburg, Pa.	B2-P-4504
1490–New	–Chillicothe, Ohio (D. 7415)	B2-P-4512
750–KMMJ	–Grand Island, Neb.	B4-P-4535
710–WOR	–New York, N. Y.	B1-P-4575
1340–WOCB	–New Bedford, Mass.	B1-P-4588
1230–New	–Americus, Ga.	B3-P-4602
1340–New	–Fremont, Neb.	B4-P-4664
1340–WTEL	–Philadelphia, Pa.	B2-ML-1230
750–New	–San Bernardino, Calif.	B5-P-4689
1200–New	–Evanston, Ill. (D. 7629)	B4-P-4750
1450–New	–Turlock, Calif. (D. 7679)	B5-P-4873
1230–New	–Lynchburg, Va.	B2-P-4889
1400–New	–Baltimore, Md.	B1-P-4896
1490–New	–Muskegon, Mich.	B2-P-4914
1230–New	–Florence, S. C.	B3-P-4921
1310–New	–Fontana, Calif.	B5-P-4923
840–New	–Port Arthur, Tex.	B3-P-4929
880–New	–Napa, Calif. (D. 7885)	B5-P-4972
1400–New	–Seguin, Tex.	B3-P-4991
1400–New	–Jacksonville, Fla.	B3-P-5007
1280–New	–Lake City, S. C.	B3-P-5008
770–KFEL	–Denver, Colo.	B5-P-5033
1030–KPHO	–Phoenix, Ariz.	B5-P-5056
1030–KUTA	–Salt Lake City, Utah	B5-P-5058
1340–New	–West Palm Bch, Fla.	B3-P-5103
1280–WMIN	–St. Paul, Minn.	B4-P-5127
1450–New	–Live Oak, Fla.	B3-P-5254
1240–New	–Newton, Kan.	B4-P-5272
1030–New	–Port Huron, Mich.	B2-P-5361
1590–New	–Tillamook, Ore.	B5-P-5381
1340–New	–Delano, Calif.	B5-P-5410

* * *

ATTACHMENT F

CASES DESIGNATED FOR HEARING BUT NOT YET HEARD

Applicant	Address	Docket No.	File No.
Hugh Francis McKee	Portland, Ore.	6356	B5-P-2335
Pioneer Mercantile Co.	Bakersfield, Calif.	6222	B5-P-3118
			B5-P-4858
Century B/C Co.	Corpus Christi, Tex.	6666	B5-P-3524
WARC Inc.	Rochester, N. Y.	6605	B2-P-3565
Times Pub. Co.	Erie, Pa.	6900	B2-P-3773
Radio Springfield	Springfield, Ill.	7323	B4-P-3822
Texoma B/C Co.	Wichita Falls, Tex.	7126	B3-P-3823
Westinghouse Radio Sta.	Philadelphia	7352	B2-P-3855
James A. Noe	Lake Charles, La.	7416	B3-P-3888
Wichtex B/C Co.	Wichita Falls, Tex.	7127	B3-P-3981
Nueces B/C Co.	Corpus Christi, Tex.	7561	B3-P-3999
Westinghouse Radio Sta.	Fort Wayne	7674	B4-P-4019
Frank Mitchell Farris Jr.	Nashville	7765	B3-P-4043
Skagit Valley B/C Co.	Mt. Vernon, Wash.	6829	B5-P-4050
Booth Radio Sta.	Saginaw, Mich.	6805	B2-P-4088
Patriot Co.	Shenandoah, Pa.	6884	B2-P-4091
Crescent Broadcast Corp.	Shenandoah, Pa.	6883	B2-P-4092
Red River Valley B/C Corp.	Sherman, Tex.	6862	B3-P-4105
United B/C Co.	Ogden, Utah	6885	B5-P-4107
Radio Peoria	Peoria, Ill.	7609	B4-P-4177
So. Ill. B/C Co.	Centralia, Ill.	7129	B4-P-4181
No. Ohio B/C Co.	Amherst, O.	7495	B2-P-4193
Evening Journal Pub. Co.	Martinsburg, W. Va.	7794	B2-P-4197
Arkansas Valley B/C Co.	Ft. Smith, Ark.	7157	B3-P-4200
Beaumont B/C Corp.	Beaumont, Tex.	7628	B3-P-4241
Harmaco Inc.	Sacramento, Calif.	7170	B5-P-4253
Eugene Bcstrs.	Eugene, Ore.	7484	B5-P-4259
Louisiana B/C Co.	New Orleans	7162	B3-P-4260
E. T. Wright	Orlando, Fla.	7111	B3-P-4268
City of Jacksonville	Jacksonville, Fla.	7605	B3-P-4271
Booth Radio Sta.	Kalamazoo	7777	B2-P-4277
A. S. Abell Co.	Baltimore	7338	B1-P-4297
Greater New York B/C Corp.	New York	7317	B1-P-4309
Capital B/C Co.	Annapolis, Md.	7371	B1-P-4318
S. H. Patterson	Atchison, Kan.	7562	B4-P-4317
WHP Inc.	Harrisburg, Pa.	7115	B2-P-4334
Lake B/C Co.	Gary, Ind.	7185	B4-P-4341
Hampden-Hampshire Corp.	Holyoke, Mass.	7325	B1-P-4347
Amarillo B/C Corp.	Amarillo, Tex.	7559	B3-P-4353
Walmac Co.	San Antonio	7983	B3-P-4360
New Laurel Radio Sta.	Laurel, Miss.	7292	B3-P-4369
Atlantic Radio Corp.	Boston	7404	B1-P-4372
Washita Valley B/C Co.	Chickasha, Okla.	8000	B3-P-4373
Voice of Borger	Borger, Tex.	7722	B3-P-4376
Berks B/C Co.	Reading, Pa.	7339	B2-P-4380
S. H. Patterson	Topeka, Kans.	7560	B3-P-4389
Fort Industry Co.	Miami, Fla.	7838	B3-P-4393
Van Curler B/C Corp.	Albany, N. Y.	7173	B1-P-4395
Times-Star Pub. Co.	Alameda, Calif.	7762	B5-P-4418
Ashland B/C Co.	Huntington, W. Va.	7365	B2-P-4422
Palo Alto Radio Sta.	San Francisco	7955	B5-P-4452
Alvin E. Nelson Inc.	San Francisco	7389	B5-P-4467
Asher B/C Service	Quincy, Mass.	7448	B1-P-4466
Mandan Radio Assn.	Mandan, N. D.	7752	B4-P-4516
East West B/C Co.	Fort Worth	7994	B3-P-4524
Kentucky Lake B/C System	Paris, Tenn.	7431	B3-P-4528
Leonard A. Versluis	Grand Rapids	7778	B2-P-4536
Florence B/C Co.	Florence, S. C.	7606	B3-P-4538
Ogden B/C Co.	Ogden, Utah	7435	B5-P-4553
Mario Acosta	Mayaguez, P. R.	7449	B-P-5047
Radio B/C Assoc.	Houston	7910	B3-P-4563
Paris B/C Co.	Paris, Tenn.	7430	B3-P-4566
Telegraph Herald	Decorah, Ill.	7612	B4-P-4579
Lee-Smith B/C Co.	Fairbault, Minn.	7875	B4-P-4581
WLBG Inc.	Laurens-Clinton, S. C.	7792	B3-P-4587
Bristol B/C Co.	New Bedford, Mass.	7997	B1-P-4605
Patroon B/C Co.	Albany, N. Y.	7992	B1-P-4611
Paris B/C Co.	Paris, Tenn.	7506	B3-P-4612
Eau Claire-Chippewa B/C Co.	Eau Claire, Wis.	7557	B4-P-4619
El Paso B/C Co.	El Paso, Tex.	7533	B3-P-4634
L C B Inc.	Lorain, O.	7496	B2-P-4636
Sioux Falls B/C Assn.	Sioux Falls, S. D.	7764	B4-P-4645
WLIB Inc.	Brooklyn	7819	B1-P-4681
D & K B/C Co.	Palo Alto, Calif.	7763	B5-P-4690
WBIZ Inc.	Eau Claire, Wis.	7692	B4-P-4692
Central Utah B/C Co.	Provo, Utah	7959	B5-P-4703
Robert Schuler, et al.	Fresno, Calif.	7829	B5-P-4709
Radio Television Corp.	Medford, Ore.	7753	B5-P-4716
Panhandle B/C Corp.	Amarillo, Tex.	7575	B3-P-4738
Parkersburg B/C Co.	Parkersburg, W. Va.	7710	B2-P-4741
Southern B/C Co.	Montgomery, Ala.	7873	B3-P-4743
Nashua B/C Corp.	Nashua, N. H.	7603	B1-P-4746
Michigan B/C Co.	Battle Creek, Mich.	7779	B2-P-4756
WDZ B/C Co.	Tuscola, Ill.	7748	B4-P-4761
KTOK Inc.	Okla. City, Okla.	7775	B3-P-4763
Bryan B/C Co.	Bryan, Tex.	7776	B3-P-4767
E. Texas B/C Co.	Tyler, Tex.	7950	B3-P-4769
Fla. West Coast B/C Co.	Tampa, Fla.	7768	B3-P-4780
Santa Monica B/C Co.	Santa Monica, Calif.	7633	B5-P-4792
Robert Burdette	San Bernando, Calif.	7634	B5-P-4799
Joe V. Williams Jr.	Chattanooga, Tenn.	7913	B3-P-4816
Huntington B/C Co.	Huntington Park, Calif.	7694	B5-P-4822
Gifford Phillips	Denver	7662	B5-P-4834
Modesto B/C Co.	Modesto, Calif.	7678	B5-P-4851
Western Empire Bcstrs.	San Bernardino, Calif.	7720	B5-P-4863
Elyria-Lorain B/C Co.	Elyria, O.	7780	B2-P-4865
Hanford Pub. Co.	Hanford, Calif.	7783	B5-P-4869
C. Thomas Patten	Oakland, Calif.	7766	B5-P-4876
Capitol B/C Co.	Charlotte, N. C.	7963	B3-P-4879
Amsterdam B/C	Amsterdam, N. Y.	7704	B1-P-4881
Lincoln Operating Co.	Miami, Fla.	7874	B3-P-4903
Palouse Empire Radio Inc.	Moscow, Ida.	7860	B5-P-4911
Kola B/C Co.	Opelousa, La.	7812	B3-P-4917
Cen. Mich. Radio Corp.	Lansing, Mich.	7979	B2-P-4926
Enterprise Pub. Co.	Douglas, Ga.	7868	B5-P-4922
Springfield B/C Co.	Springfield, Mass.	7771	B2-P-4926
Northwest Okla. B/C Co.	Miami, Okla.	7809	B3-P-4930
Des Moines B/C Corp.	Des Moines	7827	B4-P-4940
Loys Marsdon Hawley	Bennetsville, S. C.	7975	B3-P-4943
Telecolor Corp.	W. Springfield, Mass.	7772	B2-P-4946
Wayne M. Nelson Inc.	Fayetteville, N. C.	7845	B3-P-4951
Miami County B/C Co.	Piqua, O.	7840	B2-P-4954
Mercer B/C Co.	Princeton, W. Va.	7933	B2-P-4955
Lou Poller	Chester, Pa.	7970	B2-P-4969
Rose Capital B/C Co.	Tyler, Tex.	8031	B3-P-4975
Las Cruces B/C Co.	Las Cruces, N. M.	7917	B5-P-4986
Miami B/C Co.	Miami, Okla.	7810	B3-P-4987
Bluefield B/C Co.	Bluefield, W. Va.	7823	B2-P-4990
Anderson B/C Co.	Anderson, S. C.	7793	B3-P-4995
Snowy Range B/C Co.	Laramie, Wyo.	7770	B5-P-5001
Fresno B/C Co.	Fresno, Calif.	7784	B5-P-5005
Johnston B/C Co.	Birmingham	7945	B3-P-5016
Hollywood Com. Radio Group	Gardena, Calif.	7695	B5-P-5020
Community Service B/C Corp.	Amsterdam, N. Y.	7703	B1-P-5021
Runnels County B/C Co.	Ballinger, Tex.	7879	B3-P-5025
Morris Luskin	Burbank, Calif.	7890	B5-P-5027
Metropolitan B/C Corp.	Belleville, Ill.	7843	B4-P-5034
Standard Tobacco Co.	Maysville, Ky.	7907	B2-P-5036
Arecibo B/C Co.	Arecibo, P. R.	7807	B-P-5047
Wyandotte B/C Co.	Wyandotte, Mich.	7755	B2-P-5055
Mahoning Val. B/C Corp.	Youngstown, O.	7709	B2-P-5057
Western Waves	Seattle	7995	B5-P-5060
Messenger Pub. Co.	Athens, O.	7900	B2-P-5061
Scotland B/C Co.	Laurinburg, N. C.	7846	B3-P-5068
Unity Corp.	Toledo	8001	B4-P-5071
Rochester B/C Co.	Rochester, Minn.	7876	B4-P-5080
Wyandotte News Co.	Wyandotte, Mich.	7756	B2-P-5084
Coast Radio B/C Corp.	Los Angeles	7817	B5-P-5095
Ben K. Weatherwax	Aberdeen, Wash.	7825	B5-P-5098
Yakima B/C Corp.	Yakima, Wash.	7815	B5-P-5099
Greater Dallas B/C Service	Dallas	7847	B3-P-5100
Perth Amboy B/C Co.	Perth Amboy, N. J.	7813	B1-P-5101
Radio Sta. Cruz	Santa Cruz, Calif.	7767	B5-P-5105
Contra Costa B/C Co.	San Pablo Island, Calif.	7937	B5-P-5106
Farmers' Chem. Co.	Kalamazoo, Mich.	7980	B2-P-5111
Oneonta Star	Oneonta, N. Y.	7808	B1-P-5114
Yakima Valley B/C Co.	Yakima, Wash.	7816	B5-P-5115
Home News Pub. Co.	New Brunswick, N. J.	7814	B1-P-5129
Colgren B/C Co.	Hudson, N. Y.	7931	B1-P-5131
Denver B/C Co.	Denver	8012	B5-P-5141
KJAN B/C Inc.	Opelousa, La.	8005	B3-P-5143
Grand Forks Herald	Grand Forks, N. D.	7871	B4-P-5145
Hudson Valley B/C Co.	Albany, N. Y.	7883	B1-P-5148
Harold H. Thoma	Greenville, S. C.	7831	B3-P-5150
Montana B/C Telev. Corp.	Missoula, Mont.	7935	B5-P-5152
Nonpareil B/C Co.	Council Bluffs, Ia.	8016	B4-P-5153
Antietem B/C Corp.	Hagerstown, Md.	7795	B2-P-5156
Kansas B/C Inc.	Wichita, Kans.	7952	B4-P-5159
Odes E. Robinson	Bluefield, W. Va.	7824	B2-P-5160
Jorama-For Radio Corp.	Caguas, P. R.	7998	B-P-5174
Belleville News-Democrat	Belleville, Ill.	7844	B4-P-5176
Fred G. Goddard	Hoquiam, Wash.	7826	B5-P-5180
Community B/C Co.	Ft. Worth, Tex.	7848	B3-P-5182
Mesilla Valley B/C Co.	Las Cruces, N. M.	7918	B5-P-5183
Frank M. Helm	Modesto, Calif.	7830	B5-P-5184
Union B/C Co.	Scranton, Pa.	7851	B1-P-5186
T. B. Fuqua	Greenville, S. C.	7832	B3-P-5187
Ashbacker Radio Corp.	Manistee, Mich.	8003	B2-P-5191
KVN Co.	Holland, Mich.	7854	B2-P-5194
Moroco B/C Co.	Greeley, Colo.	7837	B5-P-5196
Capital Radio	Columbus, O.	7947	B2-P-5202
KVN Co.	Benton Harbor, Mich.	7978	B2-P-5204
Champion City B/C Co.	Springfield, O.	7892	B2-P-5208
McKinney Air Enter.	McKinney, Tex.	8017	B3-P-5210
Texema B/C Co.	Durant, Okla.	7993	B3-P-5211
John H. Stenger Jr., (WBAX)	Wilkes-Barre, Pa.	7852	B2-P-5212
Pynchon B/C Corp.	Springfield, Mass.	7886	B1-P-5217
Murray B/C Co.	Murray, Ky.	7839	B2-P-5219
Community Radio Corp.	Grand Forks, N. D.	7872	B4-P-5242
Burbank Bcstrs.	Burbank, Calif.	7891	B5-P-5251
Coastal B/C Co.	Lakeland, Fla.	8039	B3-P-5256
Public Service Radio Corp.	Baltimore	7972	B5-P-5257
Seminole B/C Co.	Belle Grade, Fla.	7905	B3-P-5258
Robert E. Liverance	Gaffney, S. C.	8028	B3-P-5264
Seminole B/C Co.	Wewoka, Okla.	8025	B3-P-5270
Louise C. Carlson	New Orleans	7870	B3-P-5271
Northwestern Theo. Seminary	Minneapolis	7922	B4-P-5273
Publix B/C Serv. of Charlotte	Charlotte, N. C.	7902	B3-P-5276
Sarkes Tarzian	Bloomington, Ind.	7943	B4-P-5278
Berkshire B/C Co.	North Adams, Mass.	7932	B1-P-5279
Hillsdale B/C Co.	Hillsdale, Mich.	7941	B2-P-5281
Concho Valley B/C Co.	San Angelo, Tex.	7878	B4-P-5282
La Salle County B/C Co.	La Salle, Ill.	7914	B4-P-5284
Wired Music Inc.	Rockford, Ill.	7964	B4-P-5296
Ala.-Ga. Bcstrs	Eufaula, Ala.	7953	B3-P-5300
Chippewa Val. Radio & Tv. Corp.	Eau Claire, Wis.	7915	B4-P-5313
Blackstone B/C Co.	Tyler, Tex.	8032	B3-P-5316
Mid-Carolina B/C Co.	Salisbury, N. C.	8029	B3-P-5322
Kitsap G. I. B/C Inc.	Bremerton, Wash.	8019	B5-P-5327
Endicott B/C Corp.	Endicott, N. Y.	7985	B1-P-5328
Mt. Vernon B/C Co.	Mt. Vernon, O.	8021	B2-P-5329
Abe Lapides	Pontiac, Mich.	7942	B2-P-5331
Thomas N. Beach	Birmingham	7946	B3-P-5332
Western B/C Assoc.	Modesto, Calif.	7938	B5-P-5336
Huntington Park B/C Co.	Huntington Park, Calif.	7919	B5-P-5340
Radio Bedford Inc.	Bedford, Ind.	7944	B4-P-5346
Associated Bcstrs.	Wadena, Minn.	8038	B4-P-5351
Pittsburg B/C Co.	Pittsburg, Calif.	7956	B5-P-5356
East Side B/C Co.	Kirtland, Wash.	8020	B5-P-5363
Heart of Ohio	Columbus, O.	7948	B2-P-5364
Roscoe L. Thompson	Keokuk, Ia.	8014	B4-P-5365
Andrew College B/C Co.	Cuthbert, Ga.	7954	B3-P-5370
Piedmont B/C Co.	Greenville, S. C.	7924	B3-P-5374
Holland B/C Co.	Holland, Mich.	7895	B2-P-5379
Elmira B/C Co.	Elmira, N. Y.	7986	B1-P-5383
Seaside B/C Co.	Atlantic City	7965	B1-P-5384
Mountain B/C Service	Princeton, W. Va.	7934	B2-P-5386
San Fernando Valley B/C Co.	San Fernando, Calif.	7960	B5-P-5387
Federated Publications	Lansing, Mich.	7977	B2-P-5385
Missoula Radio Associates	Missoula, Mont.	7936	B5-P-5388
Oral J. Wilkinson	Murray, Utah	8033	B5-P-5392
Atlantic City B/C Corp.	Atlantic City	7966	B1-P-5402
Interstate B/C Co.	New York	8002	B1-P-5406
Andson Radio & B/C Co.	Wadesboro, N. C.	7976	B3-P-5411
Gainesville B/C Co.	Gainesville, Tex.	8018	B3-P-5416

(*Continued on page 32*)

8 before 8

WSM's top talent rises with our audience—EARLY!

Before eight WSM's audience can hear such stars as *Red Foley, Pee Wee King, Annie Lou and Danny, Lew Childre, Wally Fowler, The Oak Ridge Quartet, Milton Estes, Bradley Kincaid, The York Brothers, and their guests.*

And these shows are ringing the bell with our listeners!

How do we know?

It's too early for Hoopers, of course. But more than TWO THOUSAND letters a day (on our before 8 shows) keep our talent on its toes—our program department on the ball.

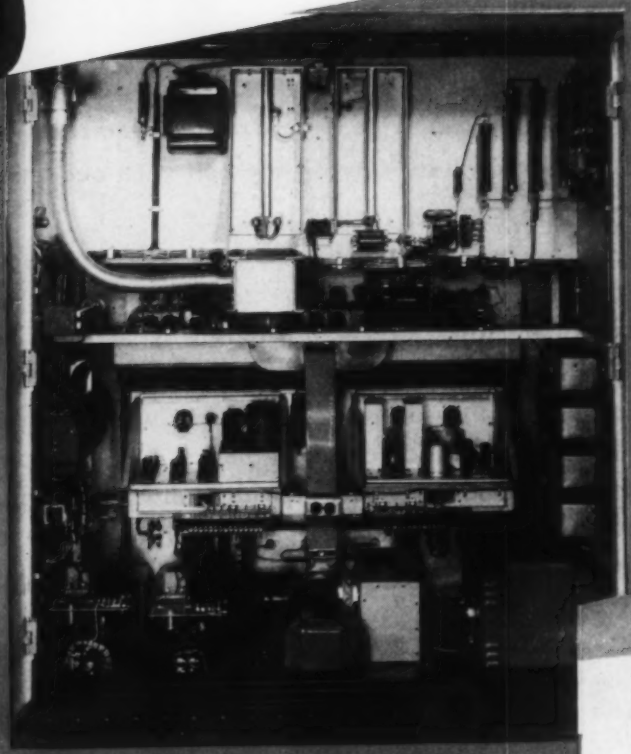
With a program schedule so earnestly slanted to the known wishes and needs of its audience it is obvious why WSM is such a powerful advertising influence — the only single medium that can reach the five million people under the umbrella of our 50,000 watt, clear channel signal.

HARRY STONE, *Gen. Mgr.*
JACK HARRIS, *Asst. Gen. Mgr.*
WINSTON S. DUSTIN, *Comm. Mgr.*
EDWARD PETRY & CO., *National Representatives*

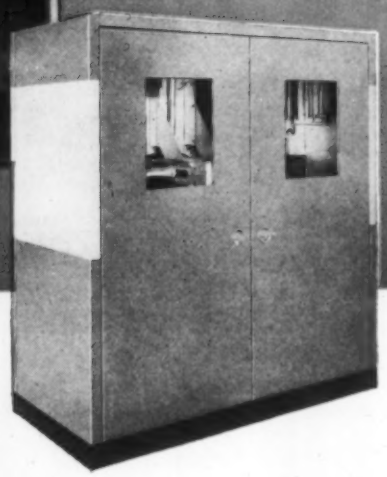
"The Best in Broadcasting"

WSM
NASHVILLE

The Inside Story of New Operating Advantages



Large windows in rear doors permit inspection of interior. Note, in open view, the convenience power outlet at the bottom and lamp at top. Upper panel houses, from right to left, the r.f. driver, concentric, line-type, tank circuit; variable coupling loop; and P.A. concentric, cathode line.



——BACKED BY THE OPINIONS OF FM OPERATORS IN 56 CITIES IN 22 STATES

If you want a solid basis for analyzing transmitter design, here's one of the best: the opinions of 162 station owners and operators.

Westinghouse used your expert counsel to help design modern FM transmitters with the features you want most. For example, 92% declared the vertical open arrangement was best and 94% thought air-cooled tubes extremely important. These new Westinghouse transmitters have both:

Example: Quiet, efficient blower directs rapidly changing filtered air over all tubes to insure clean, cool operating conditions at all times. Dust-tight covers provided for plug-in units.

Example: Quick, easy servicing with the vertical open arrangement of the interior.

This inside story of the new advantages in Westinghouse FM transmitters is backed by even more features you have asked for. New 270° meters and indicating instruments are at eye level. All overload protection is fuseless . . . construction makes installation easy. Excellent shielding at 100 mc is also insured.

The combination of Westinghouse engineers and station operators is a natural one, for Westinghouse men have an unmatched background in actual station experience in five FM and six AM stations.

Write your nearest Westinghouse office today for the facts. Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania. J-02083

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

Electronics at Work

This new book gives you the complete picture story of the operating advantages built into Westinghouse transmitters and the way operators approved them. Ask for your copy of B-3829.

Applications

(*Continued from page 28*)

Applicant	Address	Docket No.	File No.
California B/C Co.	Santa Monica, Calif.	7961	B1-P-5384
San Gabriel Valley B/C Co.	Monravia, Calif.	7962	B5-P-5425
Manistee Radio Corp.	Manistee, Mich.	8004	B2-P-5433
William M. Drace	Greer, S. C.	7988	B3-P-5434
Lamar A. Newcomb	Falls Church, Va.	8026	B2-P-5436
Bayou B/C Co.	Baton Rouge, La.	7991	B3-P-5453
Lake Worth B/C Co.	Lake Worth, Fla.	7989	B3-P-5455
Radio B/C Corp.	Twin Falls, Ida.	8024	B5-P-5458
Weber County Sv. Co.	Ogden, Utah	8034	B5-P-5462
Frank Andrews	Modesto, Calif.	8013	B5-P-5465
Pocahontas B/C Corp.	Bluefield, W. Va.	8006	B2-P-5466
Erie B/C Co.	Erie, Pa.	8009	B2-P-5469
Eugene B/C Sta.	Eugene, Ore.	8008	B5-P-5470
Caguas Radio B/C Co.	Caguas, P. R.	7999	B-P-5475
WCOE Inc.	Nashville	8023	B3-P-5477
Keokuk B/C Co.	Keokuk, Ia.	8015	B4-P-5480
Rock Creek B/C Corp.	Washington, D. C.	8027	B2-P-5482
Mound B/C Corp.	Newark, O.	8022	B2-P-5486
Enid B/C Co.	Enid, Okla.	8030	B3-P-5489
Voice of Wyo.	Laramie, Wyo.	8010	B5-P-5532
Josh Higgins B/C Co.	Waterloo, Ia.	7996	No file No. Petition

CASES ON WHICH HEARINGS HAVE BEEN HELD BUT PROPOSED FINDINGS NOT YET RELEASED

Reporter B/C Co.	Abilene, Tex.	5968	B3-P-2553
Peoria B/C Co.	Peoria, Ill.	7610	B4-P-2717
Mid-America B/C Corp.	Louisville, Ky.	6040	B2-P-2760
Associated Bcstrs.	San Francisco	6005	B5-P-2776
Northside B/C Corp.	Louisville	6052	B4-P-2782
Pacific Agri. Found.	San Jose, Calif.	6214	B5-P-3021
Herman Radner	Dearborn, Mich.	6220	B2-P-3180
WJPS Inc.	Evansville, Ind.	6921	B4-P-3293
James Noe	New Orleans	6346	B3-P-3446
Emporia B/C Co.	Emporia, Kans.	6981	B4-P-3457
Rochester B/C Corp.	Rochester, N. Y.	6606	B1-P-3593
Valley B/C Co.	Pomona, Calif.	6633	B5-P-3610
Calcasieu B/C Co.	Lake Charles, La.	6664	B3-P-3623
WREN B/C Co.	Lawrence, Kans.	6703	B4-P-3625
San Jacinto B/C Co.	Houston	6725	B3-P-3661
KOVO B/C Co.	Provo, Utah	6739	B5-P-3667
Deep South B/C Corp.	New Orleans	7117	B3-P-3687
United B/C Co., Inc.	Montgomery, Ala.	6828	B3-P-3695
Coast Ventura Co.	Ventura, Calif.	6839	B5-P-3725
KTOP Inc.	Topeka	6980	B4-P-3727
Gulf B/C Co.	Mobile, Ala.	7313	B3-P-3728
Midwest B/C Co.	Milwaukee	6795	B4-P-3746
Wichita B/C Co.	Wichita	6976	B4-P-3747
Skyland B/C Corp.	Dayton	7345	B2-P-3748
Air Capital B/C Co.	Wichita, Kans.	6977	B4-P-3769
James A. Noe	Shreveport, La.	7113	B3-P-3790
Jackson B/C Co.	Jackson, Tenn.	7487	B3-P-3792
Norfolk B/C Corp.	Norfolk, Va.	7087	B2-P-3794
Ventura Bcstrs, Inc.	Ventura, Calif.	6840	B5-P-3807
Radio B/C	W. Memphis, Ark.	7086	B3-P-3814
Radio Sta. WSOC	Charlotte, N. C.	7322	B3-P-3818
Jonas Weiland	Kinston, N. C.	6868	B3-P-3827
Mobile B/C Co.	Mobile, Ala.	7482	B3-P-3828
Charlotte B/C Co.	Charlotte, N. C.	6825	B3-P-3847
Penn Thomas Watson	Wilson, N. C.	6866	B3-P-3848
Orangeburg B/C Corp.	Orangeburg, S. C.	6764	B3-P-3857
Eastern Carolina B/C Co.	Goldsboro, N. C.	6867	B3-P-3914
Radio B/C Inc.	Hot Springs, Ark.	7156	B3-P-3915
Frank H. Ford	Shreveport, La.	7114	B3-P-3916
Harold Thomas	Waterbury, Conn.	7363	B1-P-3950
Wichita Beacon B/C Co.	Wichita	6978	B4-P-3963
Virginia B/C Corp.	Roanoke, Va.	6969	B2-P-3964
Baltimore B/C Corp.	Baltimore	7372	B1-P-3969
Cedar Rapids B/C Corp.	Cedar Rapids, Ia.	6888	B4-P-3970
Bay State Beacon	Brockton, Mass.	6843	B1-P-3983
WOOP	Dayton, O.	6824	B2-P-3987
Dorrance D. Roderick	El Paso	7091	B5-P-4037
Commonwealth B/C Corp.	Danville, Ky.	7164	B2-P-4040
Ohio-Mich. B/C Corp.	Toledo	7346	B2-P-4046
Cur-Nan Co.	Brockton, Mass.	6845	B1-P-4054
Lubbock County B/C Co.	Lubbock, Tex.	7334	B3-P-4062
Edisto B/C Co.	Orangeburg, S. C.	6801	B3-P-4070
Roanoke B/C Corp.	Roanoke, Va.	6869	B2-P-4095
Lynchburg B/C Corp.	Lynchburg, Va.	6870	B1-P-4096
WLEU B/C Corp.	Erie, Pa.	6913	B1-P-4115
Tri-State B/C Corp.	Evansville, Ind.	6922	B4-P-4119
Seaman & Collins	El Paso	6875	B3-P-4129
Moline Dispatch Pub. Co.	Moline, Ill.	6891	B4-P-4143
Radio Corp. of Cedar Rapids	Cedar Rapids, Ia.	6889	B4-P-4144
Torrington B/C Co.	Torrington, Conn.	6895	B1-P-4154
Berkshire B/C Co.	Danbury, Conn.	6897	B1-P-4155
Adelaide Lillian Carrell	Wichita	6982	B4-P-4156
KAIR B/C Co.	Wichita	6979	B4-P-4157
Gazette Co.	Cedar Rapids, Ia.	6830	B4-P-4162
Long Island B/C Corp.	Woodside, N. Y.	6831	B1-P-4163
Piedmont Carolina B/C Co.	Reidsville, N. C.	6833	B3-P-4164
Kentucky B/C Corp.	Louisville	7354	B2-P-4169
Pueblo Radio Co.	Colorado Springs	7092	B5-P-4175
Syndicate Theatres	Columbus, Ind.	7099	B4-P-4179
Universal B/C Co.	Indianapolis	7100	B4-P-4184
Southeastern Mass. B/C Corp.	New Bedford, Mass.	7053	B1-P-4185
Bay State B/C Co.	New Bedford, Mass.	7054	B1-P-4201
Easton Pub. Co.	Easton, Pa.	7179	B2-P-4212
Plymouth County B/C Corp.	Brockton, Mass.	7008	B1-P-4216
Southeastern B/C System	Sanford, Fla.	7074	B3-P-4225
Burton B/C Co.	Mobile, Ala.	7314	B3-P-4233
Danville B/C Co.	Danville, Ky.	7165	B2-P-4264
Mansfield Journal Co.	Mansfield, O.	7417	B2-P-4275
Lorain Journal Co.	Lorain, O.	7418	B2-P-4276
KROW Inc.	Oakland, Calif.	7101	B5-P-4283
Sunland B/C Co.	El Paso	7073	B3-P-4290
Radio Americas Corp.	San Juan, P. R.	7501	B-P-4295
Lycoming County B/C Co.	Williamsport, Pa.	7425	B2-P-4298
Homer Rodeheaver	Winona Lake, Ind.	7097	B4-P-4305
Central B/C Co.	Eau Claire, Wis.	7216	B4-P-4312
WMAS Inc.	Springfield, Mass.	7364	B1-P-4313
Indiana B/C Corp.	Indianapolis	7434	B4-P-4319
W. Wright Esch	Daytona Beach, Fla.	7355	B3-P-4320
KHTN	Houston	7565	B3-P-4359
Texas Star B/C Co.	Houston	7333	B3-P-4361
Veterans B/C Co.	Houston	7336	B3-P-4362
Four Lakes Bcstrs.	Madison, Wis.	7171	B4-P-4366
Allentown B/C Corp.	Allentown, Pa.	7180	B2-P-4374
Charles W. Balthrope	San Antonio	7374	B3-P-4375
Plains Radio B/C Co.	Lubbock, Tex.	7335	B3-P-4391
Narragansett B/C Co.	Fall River, Mass.	7312	B1-P-4409
KRIC	Beaumont, Tex.	7321	B3-P-4410
Steel City B/C Co. of Bethlehem, Pa.	Allentown, Pa.	7181	B2-P-4428
Marion Radio Corp.	Marion, Ind.	7349	B4-P-4429
Fostoria B/C Co.	Fostoria, O.	7356	B2-P-4430
WesTex B/C Co.	San Angelo, Tex.	7366	B3-P-4437
Abilene B/C Co.	Abilene, Tex.	7367	B3-P-4438
Collinson-Wingate B/C Co.	Topeka	7382	B4-P-4440
Northwestern Ohio B/C Corp.	Lima, O.	7357	B2-P-4447
Tidewater B/C Corp.	Norfolk, Va.	7390	B2-P-4456
Illmo B/C Corp.	Quincy, Ill.	7651	B4-P-4460
Express Pub. Co.	San Antonio	7391	B3-P-4471
Radio Station WKEU	Griffin, Ga.	7213	B3-P-4485
Newnan B/C Co.	Newnan, Ga.	7442	B3-P-4487
Tower Realty Co.	Baltimore	7429	B1-P-4490
Central Conn. B/C Co.	New Britain, Conn.	7567	B1-P-4505
LaCrosse B/C Co.	LaCrosse, Wis.	7473	B4-P-4507
Associated Bcstrs.	Easton, Pa.	7441	B2-P-4517
General B/C Co.	Independence, Mo.	7499	B4-P-4519
No. Ky. Airwaves Corp.	Covington, Ky.	7477	B2-P-4522
Hub City B/C Co.	Jackson, Tenn.	7488	B3-P-4523
Northern States B/C Co.	Fargo, N. D.	7664	B4-P-4527
Volunteer State B/C Co.	Nashville	7443	B3-P-4531
Gonzales B/C Co.	Gonzales, Tex.	7432	B3-P-4546
Williamsport Radio B/C Assn.	Williamsport, Pa.	7427	B2-P-4549
Taylor B/C Co.	Taylor, Tex.	7433	B3-P-4567
No. Ky. Radio Corp.	Covington, Ky.	7478	B2-P-4574
George Arthur Smith	Jackson, Tenn.	7489	B3-P-4580
Hazard B/C System	Hazard, Ky.	7511	B2-P-4584
Antilles B/C System	Rio Piedras, P. R.	7500	B-P-4589
Blue Valley Co.	Independence, Mo.	7498	B4-P-4597
Hot Springs B/C Co.	Hot Springs, Ark.	7652	B3-P-4601
Jose 'E del Valle	Santurce, P. R.	7630	B-P-4603
W. Albert Lee	Houston, Tex.	7566	B3-P-4628
Citizen's B/C Co.	Abilene, Tex.	7483	B3-P-4637
Southern B/C Co.	Charleston, S. C.	7528	B3-P-4640
I & E B/C Co.	Dayton	7586	B2-P-4659
Bullard, Metcalf & Goodlette	Hazard, Ky.	7512	B2-P-4661
Inland B/C Co.	Fremont, Neb.	7698	B4-P-4665
Fulton County B/C Corp.	Atlanta	7518	B3-P-4666
Community B/C Co.	Toledo	7515	B2-P-4672
Paul F. Braden	Middletown, O.	7587	B2-P-4680
Utah Valley B/C Co.	Provo, Utah	7571	B5-P-4693
Chesapeake B/C Co.	Washington	7760	B1-P-4698
Del Norte B/C Co.	El Paso	7534	B3-P-4700
Fort Sumter B/C Co.	Charleston, S. C.	7531	B3-P-4705
Key B/C Corp.	Baltimore	7551	B1-P-4713
Milburn H. Stuckwish, Charles F. Bruce & F. M. Lindsay Jr.	Centralia, Ill.	7623	B4-P-4732
Grenada B/C Co.	Grenada, Miss.	7577	B3-P-4768
Birney Imes Jr.	Grenada, Miss.	7578	B3-P-4773
Mid-Utah B/C Co.	Provo, Utah	7572	B5-P-4774
Universal B/C Co.	Hazard, Ky.	7583	B2-P-4778
James M. Tisdale	Chester, Pa.	7647	B2-P-4781
Eagle Printing Co.	Butler, Pa.	7672	B2-P-4800
Peninsula Newspapers	Palo Alto, Calif.	7677	B5-P-4803
Radio Television of Baltimore	Baltimore	7570	B1-P-4809
Sky Wave B/C Corp.	Columbus, O.	7621	B2-P-4824
Veterans B/C Co.	Rochester, N. Y.	7660	B1-P-4826
Tri-City B/C Co.	Newport, Ky.	7716	B2-P-4883
Midland B/C Co.	Midland, Mich.	7712	B2-P-4888
KVOX B/C Co.	Moorhead, Minn.	7663	B4-P-4895
Rich Pub. House	Midland, Mich.	7713	B2-P-4906
Moraine Bcstrs.	Dayton	7717	B2-P-4941
Brookhaven B/C Co.	Brookhaven, Miss.	7691	B3-P-4947
Theodore Granik	Washington	7761	B1-P-4959
Wolverine State B/C Service	Detroit, Mich.	7676	B2-P-4971
Town Talk B/C Co.	Grass Valley, Calif.	7668	B5-P-4978
Capitol B/C Corp.	Indianapolis	7671	B4-P-4979
Community B/C Corp.	Ft. Wayne, Ind.	7699	B4-P-4993
Hartford Times	Hartford, Conn.	7673	B1-P-5006
Gross Pointe B/C Corp.	Gross Pointe, Mich.	7811	B2-P-5015
'49er B/C Co.	Grass Valley, Calif.	7757	B5-P-5077
Timberwolf B/C Co.	El Paso	7721	B3-P-5079
Magnolia B/C Co.	Magnolia, Ark.	7797	B3-P-5088
Lomar B/C Co.	Lancaster, Pa.	7857	B2-P-5225
Paul W. Delehanty	Chester, Pa.	7869	B2-P-5234
Ruston B/C Co.	Ruston, La.	7889	B3-P-5263
Foundation Co. of Wash.	Philadelphia	7880	B2-P-5267
Radio Ft. Wayne	Fort Wayne	7877	B4-P-5282
Monroe B/C Co.	Rochester, N. Y.	7909	B1-P-5333
KTRB B/C Co.	Modesto, Calif.	7920	B5-P-5349
Hope B/C Co.	Hope, Ark.	7921	B3-P-5353
UAW-CIO B/C Corp.	Detroit	7906	B2-P-5358
Frank R. Smith Jr.	Beaver Falls, Pa.	7981	B2-P-5428

CASES ON WHICH PROPOSED DECISION HAS BEEN ISSUED BUT NOT AS YET MADE FINAL

Florida B/C Co.	Jacksonville, Fla.	7081	B3-P-3036
WWSW	Pittsburgh	6121	B2-P-3055
WICA	Ashtabula, O.	6120	B2-P-3081
Durham Radio Corp.	Durham, N. C.	6209	B3-P-3170
E. D. Rivers	Valdosta, Ga.	7112	B3-P-3213
Newark B/C Corp.	Newark, N. J.	6190	B1-P-3249
City of Sebring	Sebring, Fla.	6696	B3-P-3583
Fetzer B/C Co.	Grand Rapids, Mich.	7387	B2-P-3590
Ashbacker Radio Corp.	Muskegon, Mich.	6628	B2-P-3609
Stuart B/C Co.	Knoxville, Tenn.	6968	B3-P-3616
A. Frank Katzentine	Orlando, Fla.	6705	B3-P-3674
WSAV	Savannah, Ga.	6974	B3-P-3679
WGCM B/C Co.	Biloxi, Miss.	6881	B3-P-3698
Atlantic Coast B/C Co.	Charleston, S. C.	6975	B3-P-3752
Shenandoah Valley B/C Corp.	Harrisonburg, Va.	6804	B2-P-3753
Rebel B/C Co.	Jackson, Miss.	6966	B3-P-3755
Smoky Mountain B/C Co.	Knoxville, Tenn.	6905	B3-P-3777
Radio Wisconsin	Madison, Wis.	6940	B4-P-3809
Elgin B/C Co.	Elgin, Ill.	6962	B4-P-3833
Cascade B/C Co.	Yakima, Wash.	6953	B5-P-3889
Scripps-Howard Radio	Cincinnati	6971	B2-P-3898
Freeport B/C Co.	Freeport, Ill.	7064	B4-P-3904
Golden Gate B/C Corp.	San Francisco	6949	B5-P-3913
San Jose B/C Co.	San Jose, Calif.	6955	B5-P-3921
Midwest B/C Co.	Mount Vernon, Ill.	7059	B4-P-3922
WEBR	Buffalo	7166	B1-P-3926
WGAR B/C Co.	Cleveland	7320	B2-P-3942
WCAX B/C Corp.	Burlington, Vt.	6793	B1-P-3961
Palm Beach B/C Corp.	Palm Beach, Fla.	6822	B3-P-3968
Columbus B/C Co.	Columbus, Ga.	6819	B3-P-3986
Chester E. Daly	Cleveland	7175	B2-P-3994
Donald Flamm	New York	6790	B1-P-4056
Cleveland B/C Co.	Cleveland	6917	B2-P-4058
Village B/C Co.	Oak Park, Ill.	6963	B4-P-4075
California Bcstrs.	Bakersfield, Calif.	6950	B5-P-4076
Muscogee B/C Co.	Columbus, Ga.	6820	B3-P-4082
WAGE	Syracuse	6792	B1-P-4098
Metropolitan B/C Service	New York	6791	B1-P-4099
Capitol B/C Co.	Raleigh, N. C.	6967	B3-P-4100
Wichita Bcstrs.	Wichita Falls, Tex.	6970	B3-P-4101

(*Continued on page 36*)

A PREVIEW OF WBAL'S PLANS FOR 1947

The very best in broadcasting service is Baltimore's right!

That's why WBAL has continuously improved programs and facilities, through the years.

Now that our war job is over and materials and personnel are more plentiful, here is a preview of some of our plans for 1947—

1—A NEW HOME—Now under construction, radio broadcasting studios—among the finest in this country. The quality and quantity of our studios will enable us to present ever greater programs to listeners in this area.

2—GREATER PROGRAMS—The WBAL organization has been augmented with writers, producers, and other personnel that during 1947 will raise WBAL programs to new heights of excellence.

3—TELEVISION—Within a short time, WBAL's television field car and personnel will be experimenting around the City. We hope to have WBAL's television station in operation in mid or late 1947.

We are proud to join with other progressive institutions in building for the future of Baltimore!

NBC NETWORK

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.

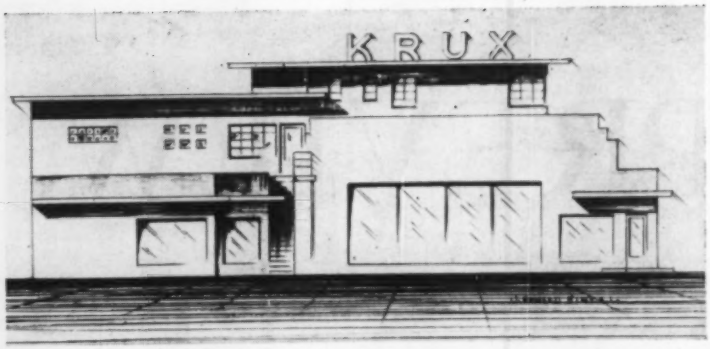
WBAL
50000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

BARCLAY & SAXON CONSULTANTS FORMED

BARCLAY & SAXON, new radio consulting engineering firm has been formed with offices in Austin and Fort Worth, Tex. Services will include allocation engineering, antenna measurements, proof of performance surveys and frequency measurements. The Austin office is at 2915 Red River St.; Fort Worth office is at 3524 Henderson St. They plan to serve the Southwest primarily.

The partners are James N. Barclay and Merl Saxon. Mr. Barclay has been active in broadcast and emergency communications fields since 1932, and since 1938 has engaged in consulting work. During the war he was in the Marine Corps, in charge of the engineering of Radar Countermeasures Systems for Naval Aircraft.

Mr. Saxon began his engineering career in 1932 in industrial electronics. He entered broadcast work as a plant engineer three years later, and after five years in that line, was appointed a radio inspector for FCC. He resigned Dec. 1.



KRUX Phoenix-Glendale, Ariz., scheduled to go on the air about Jan. 15, recently completed ultra-modern brick structure housing studios, offices and transmitter. Unusual features of the air-conditioned building include tiled showers and a spacious sun deck for the staff. Station, owned by Gene Burke Brophy and managed by John D. Morgan, will operate fulltime with 250 w on 1340 kc. Collins transmitter and RCA speed input equipment will be used.

Agencies Organize To Boost Standards

Southern California Group Elects Temporary Officers

NEW organization, the Southern California Advertising Agencies Assn., has been formed by Los Angeles area agencies.

Purpose is to establish and maintain standards of advertising service in Southern California through conformance to a uniform code of ethics; development of a uniform basis of recognition for guidance of media and clientele alike in support of this standard of practice; establishment of a clearing house for information and services between participating agencies and promotion of better relations between agencies, related services and business.

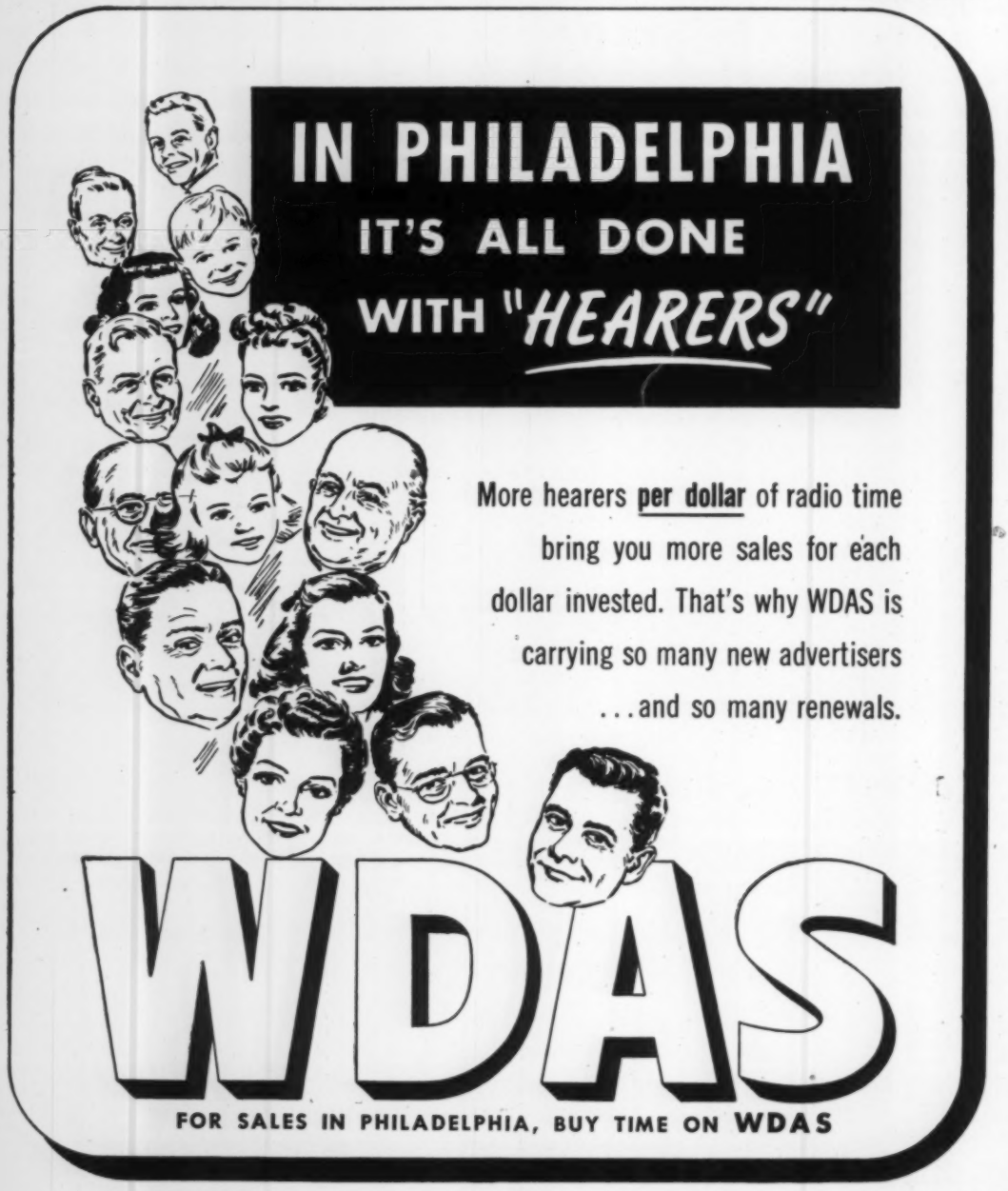
An executive committee, originally formed to draw up the constitution, by-laws and code of business standards of the new group, has been elected temporary board of directors. Included are William G. Scholts of Scholts Adv. Service, chairman; J. W. Eccleston Jr., of J. W. Eccleston Jr. Adv.; Henry Mayers of The Mayers Co.; J. J. Hennessey of Robert E. Dennis Inc.; Eugene Duckwell, business manager of Foote, Cone & Belding; Walter McCreery, of Smith, Bull & McCreery Adv.; Ray Clinto of Philip J. Meany Co.; Paul Winans of Paul Winans Co. Larry Raymond of Larry Raymond Co., is acting secretary-treasurer.

Permanent officers and directors will be elected to a three-year term at meeting in late January. Meanwhile committees are being formed to handle membership, nominating, media relations, financing, program, and inter-agency activities.

NAB Women Arranging To Aid in March of Dimes

THE Assn. of Women Broadcasters of the NAB has set up a Radio Women's Advisory Committee on the March of Dimes drive of the National Foundation of Infantile Paralysis with Justin Miller, NAB president, as radio chairman.

The members are: Dorothy Lewis, NAB; Alma Kitchell, WJZ New York; Nell Daugherty, WSTC Stamford, Conn.; Gertrude Grover, WHCU Ithaca, N. Y.; Kay Witmer, WKBO Harrisburg, Pa.; Ruth Crane, WMAL Washington, D. C.; Dorothy Horsfall, WPDQ Jacksonville, Fla.; Marjorie Cooney, WSM Nashville, Tenn.; Katherine Fox, WLW Cincinnati; Mildred Grace, WELL Battle Creek, Mich.; Nancy Grey, WTMJ Milwaukee; Anne Hayes, KCMO Kansas City, Mo.; Darragh Aldrich, WCCO Minneapolis; Julie Benell, WKY Oklahoma City; Violet Short, KSA San Antonio; Louis Hill Howe, KSL Salt Lake City; Dorothy Rankin, KPO San Francisco; Nancy Holme, KNX Hollywood; Vernice Irwin, KVI Tacoma, Wash.


IN PHILADELPHIA
IT'S ALL DONE
WITH "HEARERS"
More hearers per dollar of radio time bring you more sales for each dollar invested. That's why WDAS is carrying so many new advertisers ...and so many renewals.
WDAS
FOR SALES IN PHILADELPHIA, BUY TIME ON WDAS

Original Recording For

BILLIONTH RECORD

. . . on **audiodiscs**

Recently in Camden, N.J., where the Victor Talking Machine Company was founded some 48 years ago, the billionth R.C.A. Victor Record was produced, thus marking a milestone in the history of the company, as well as the record industry.

For this history-making record, the Victor Division of the Radio Corporation of America chose two of John Philip Sousa's stirring marches, "Semper Fidelis" and "The Stars and Stripes Forever," played by the Boston Symphony Orchestra under the direction of Serge Koussevitsky. And for the discs, on which the original sound recording was made, they chose Audiodiscs.

For the original sound recording in the phonograph record and electrical transcription industries—for master discs used in processing—for sound recording and reproduction in radio broadcasting and motion picture studios—Audiodiscs hold a place of eminent leadership.

AUDIO DEVICES, INC., 444 Madison Avenue, New York 22, N.Y.

Export Department: Rocke International Corp., 13 E. 40th Street, New York 16, N.Y.

Audiodiscs manufactured in the U. S. A. under exclusive license from PYRAL, Paris.

they speak for themselves **audiodiscs**

First
RADIO SALES TRAINING SEMINAR

February 24, 25, 26, 1947

HOTEL GIBSON

Cincinnati Ohio

For the first time in radio history, there is offered a practical, three day, intensive course in the basic principles of radio selling, for sales personnel of radio stations. The course is designed equally for (a) the new salesman, without previous radio experience; (b) the returned G.I. who needs orientation in present day sales techniques, and (c) the salesman who perhaps has had no need to sell during the war years, and has lost some of the "magic touch".

Instructors:

Chas. C. Caley, Executive V.P., WMBD, Peoria, Ill.
Kenneth Church, Executive V.P., WCKY, Cincinnati, O.
Don Davis, President, WHB, Kansas City, Mo.
J. W. Knodel, Partner, Avery-Knodel Co., Chicago, Ill.
Clark A. Luther, Nat'l Sales Mgr., KFH, Wichita, Kans.
Fred A. Palmer, President, The Fred A. Palmer Co.
Fred Weber, Partner, WDSU, New Orleans, La.
KATL, Houston, Texas

Subjects:

General Salesmanship
Radio Sales Techniques
Spot Announcement Selling
Local Program Selling
Regional Program Selling
National Spot Selling
Network and Co-op Selling
Sales Service

Method:

Lectures and sales demonstrations by instructors; small laboratory sales clinics, with each person attending, doing actual sales demonstrations on assigned sales problems; instructor and group discussions.

ENROLLMENT LIMITED TO 100

Registrations now being accepted.

For reservations or information

write, call or wire

The FRED A. PALMER CO.

702 Union Trust Bldg. Cincinnati 2, Ohio

Applications

(Continued from page 32)

Applicant	Address	Docket No.	File No.
American B/C Corp.	Lexington, Ky.	6973	B2-P-4102
Queen City B/C Co.	Cincinnati	6972	B2-P-4103
Valdosta B/C Co.	Valdosta, Ga.	6863	B3-P-4106
Scripps-Howard Radio	Cleveland	6916	B2-P-4118
East Tennessee B/C Co.	Knoxville, Tenn.	6906	B3-P-4127
Chattahoochee B/C Co.	Columbus, Ga.	6821	B3-P-4149
Monterey Bay B/C Co.	Santa Cruz, Calif.	6952	B5-P-4150
Bakersfield B/C Co.	Bakersfield, Calif.	6951	B5-P-4153
WLOX B/C Co.	Biloxi, Miss.	6882	B3-P-4158
Beloit B/C Co.	Beloit, Wis.	6964	B4-P-4161
Kenneth G. Zweifel	Freeport, Ill.	7063	B4-P-4172
Camden B/C Co.	Camden, N. J.	7065	B1-P-4173
Lake Erie B/C Co.	Sandusky, O.	7004	B2-P-4190
Cumberland Gap B/C Co.	Middleboro, Ky.	7001	B2-P-4203
Sandusky B/C Co.	Sandusky, O.	7003	B2-P-4208
Allen T. Simmons	Tallmadge, O.	7319	B2-P-4243
Everglades B/C Co.	Ft. Lauderdale, Fla.	7076	B3-P-4258
Mt. Vernon Radio & Telev. Co.	Mt. Vernon, Ill.	7060	B4-P-4265
Mission B/C Co.	San Jose, Calif.	7033	B5-P-4266
Green Bay B/C Co.	Green Bay, Wis.	7158	B4-P-4272
Paul Brake	Miami, Fla.	7077	B3-P-4282
Radio Station WLAK	Lakeland, Fla.	7082	B3-P-4307
Georgia-Alabama B/C Corp.	Columbus, Ga.	7095	B3-P-4324
Green Bay Newspaper Co	Green Bay, Wis.	7159	B4-P-4350
Courier-Post Pub. Co.	Hannibal, Mo.	7454	B4-P-4352
Samuel R. Sague	Cleveland Heights, O.	7176	B2-P-4377
Vincent G. Cofey	Elgin, Ill.	7154	B4-P-4381
Community B/C Co.	Oak Park, Ill.	7155	B4-P-4382
Bay B/C Co.	Sandusky, O.	7172	B2-P-4387
Audrain B/C Corp.	Mexico, Mo.	7453	B4-P-4401
Monona B/C Co.	Madison, Wis.	7351	B4-P-4404
Public Information Corp.	Durham, N. C.	7377	B3-P-4431
Independence B/C Co.	Philadelphia	7309	B2-P-4435
Cuyahoga B/C Co.	Cleveland	7393	B2-P-4468
Pinnacle B/C Co.	Middleboro, Ky.	7420	B2-P-4501
Ranulf Compton	Camden, N. J.	7481	B1-P-4617
Edwin Mead	Rockford, Ill.	7599	B4-P-4729
Forest City B/C Co.	Cleveland	7585	B2-P-4776

Martineau Is Manager Of New Britain Station

ROBERT MARTINEAU, associated with radio since 1933, has been named manager of WKNB New Britain, Conn., Julian Gross, president of New Britain Broadcasting Co., WKNB licensee, announced last week. Mr. Martineau succeeds Walter Windsor, who had been acting manager of WKNB since it went on the air.

Mr. Martineau

From 1936 to 1943 Mr. Martineau was with the *Hartford Times* station, WTHT, first as announcer and later as commercial manager. He joined the Yankee Network staff in Boston in 1943 as sales supervisor of WEAN Providence, WAAB Worcester and WICC Bridgeport. The following year he joined the Navy and spent 20 months overseas, flying with Airwing 3. Returning to Yankee Network in 1946 he became assistant to Linus Travers, general manager. During the past few months Mr. Martineau has been manager of WKBR Manchester, N. H.

Song Hit Survey

THE PEATMAN annual survey of song hits with the largest radio audiences for the period of Dec. 27, 1945 through Dec. 26, 1946, was released last week. First 10 of the 35 song hits with largest radio audience are listed in order of the total points received: (1) "They Say It's Wonderful" (2) "Symphony" (3) "Oh, What It Seemed To Be" (4) "Day By Day" (5) "All Through The Day" (6) "Let It Snow, Let It Snow, Let It Snow" (7) "I'm Always Chasing Rainbows" (8) "I Can't Begin To Tell You" (9) "Aren't You Glad You're You" (10) "The Gypsy."

COMMENTATOR RETURNS

Herling Back After Recording European Commentaries

BACK from Europe where he spent three months preparing transcribed commentaries in various countries is John Herling, well-known writer-commentator. On assignment by the WOL Washington news bureau, he prepared his disc observations between July 5 and Oct. 15 while visiting England, France, Norway, Sweden and Finland. Recordings subsequently were used on the WOL *Voice of Washington* broadcasts, sponsored by General Electric.

While in France, Mr. Herling covered the meeting of the United Nations in Paris. During his stay in Finland, he met the 60-year-old woman playwright who heads the entire Finnish broadcasting system, Hella Vuolijoki. According to Mr. Herling, her latest European stage success, *Daughter of Parliament*, has been sold to Paramount Pictures in Hollywood, who will adapt the play to American film audiences as *Kate for Congress*, starring Loretta Young.

While in Sweden, Henrik Hahr, director of foreign relations and head of the Swedish radio, indicated to Mr. Herling that he would be visiting the United States in the spring to study American radio methods.

Mr. Herling was prolific in his praise of the recent improvements in BBC programming, citing the frequent use of recorded cut-ins of pertinent parts of actual speeches that are used on newscasts.

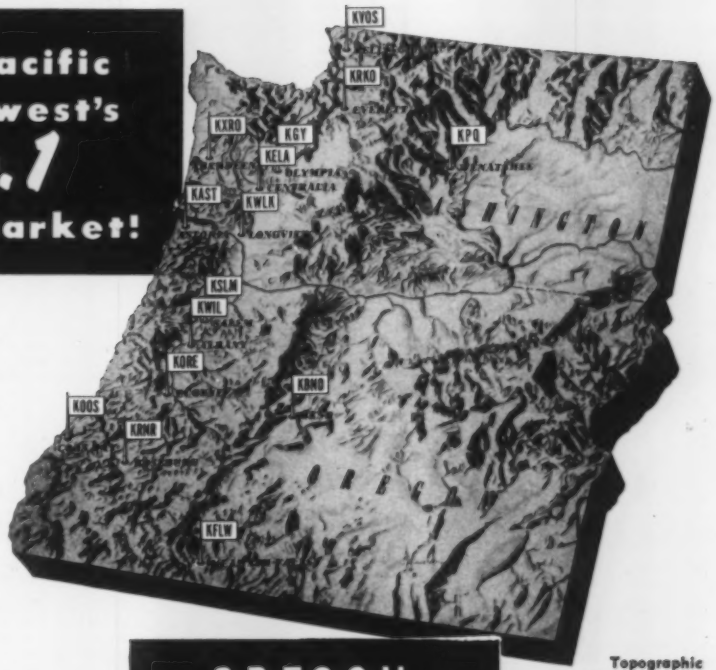
MAYBE YOU'RE MISSING SOMETHING!

194,210 RADIO FAMILIES

The Pacific Northwest's *No. 1* Radio Market!

Broadcasts originating in the "metropolitan" centers of the Pacific Northwest States of Oregon and Washington fail to reach one of the richest buying groups in the entire area. 194,210 Radio Families are by-passed!

Reason? The answer lies in the rugged terrain of this enormous country. Look at the map. Just think what such rugged topography does to ordinary radio broadcasting. 12,000 to 14,000 foot mountain ranges pose a practically impenetrable barrier to radio.



Topographic map shows the 15 stations of O-W-R-G, and how markets served by each are separated by mountains. Stations may be used as a group, singly, or in any combination.*

There's Only One Effective Way to Reach These Prosperous People with Radio...

That one way is through the local radio stations . . . the 15 stations of the Oregon-Washington Radio Group. These stations hold an enviable position in this great market.* For instance, BMB figures show these stations delivering, on the average, *better than 75%* of the available daytime audience . . . *better than 62%* of the available nighttime audience! Here, and here alone is the key to tap this thriving market of 194,210 radio families . . . families spending over 154 millions of dollars for food products alone . . . families with a Per Capita Effective Buying Income of $2,688.00 . . . highest in the nation.

OREGON

KWIL (MDL) Albany	KORE (MDL) Eugene
KAST (MDL) Astoria	KFLW (ABC) Klamath Falls
KBND (MDL) Bend	KRNR (MDL) Roseburg
KOOS (MDL) Coos Bay	KSLM (MDL) Salem

WASHINGTON

KXRO (MDL) Aberdeen	KRKO (MDL) Everett
KVOS (ABC) Bellingham	KWLK (MDL) Longview
KELA (MDL) Centralia	KGY (MDL) Olympia
KPQ (ABC) Wenatchee	

OREGON-WASHINGTON radio group

MDL
Mutual Don Lee
Affiliate

●

ABC
American Broadcasting
Company Affiliate

***For detailed information write or wire THE HOMER GRIFFITH COMPANY, New York, Chicago, Hollywood, San Francisco**

KFAB Omaha Increases Power To 50 kw After 6-Year Delay

AFTER six years of delay KFAB Omaha goes on the air today (Jan. 13) with 50 kw power, operating fulltime on the 1110 kc clear channel.

The high-power operation was originally scheduled for 1941 completion. Early that year KFAB ordered a 50 kw transmitter from Westinghouse. Before delivery, which was delayed by declaration of war, the equipment was traded to WBT Charlotte, N. C. The WBT equipment which was to have been shipped to KFAB was stopped enroute by the Government and sent to South America.

Mr. Burke

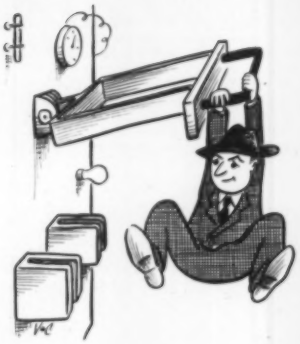
Last year the FCC approved KFAB's 50 kw application and another Westinghouse transmitter was ordered. It was delivered in late 1946 and has been installed 10 miles south of Omaha. Site, building, towers and other equipment represent an investment of a third of a million dollars, according to Mark Bullock, KFAB chief engineer.

New studios and offices will be built at 33d and Farnam Streets, Omaha, when materials become available, the station now using temporary Omaha facilities in addition to its Lincoln studios. KFAB is a CBS affiliate.

"Coverage on the new increased power gives KFAB an opportunity to provide better service to western Iowa as well as other nearby states," according to Harry Burke, general manager.

Mr. Burke is the third KFAB manager since conception of the 50 kw project. Don Searle, now ABC vice president in charge of Western Division, was manager when the project was in its early phase. Hugh Feltis, now president of Broadcast Measurement Bureau, took it up when Mr. Searles left KFAB.

Mr. Feltis congratulated the station on realization of high-power operation. He said "Knowing something of the hopes, dreams and plans of the owners and staff of KFAB for many years, I realize what the realization of this new 50,000 w means to them and to their listeners. I can only say it couldn't happen to a nicer crowd of people."



WHEN the engineers "threw the switch" that put KFAB officially on 50,000 watts power, it lacked the drama that Harry Burke, general manager, thought should be put into it. Pictured above is a cartoonist's idea of how Harry Burke would have done it.

Shirtsleeve Scientist

The modern, scientific farmer who makes up the bulk of WIBW's five-state audience is a far cry from the "by heck" characters of the comic strips.

This farmer is a good example. He's planning a long-range crop rotation, contour and strip planting that will increase soil fertility, control erosion and conserve moisture. It is the use of sound, scientific methods that has increased his yields and made him wealthier than ever before.

As a farm station, WIBW keeps abreast of the newest agricultural methods and findings. We take the lead in telling our farm audience their uses, limitations and local value. Because we do this so thoroughly, we enjoy the farmer's respect and confidence . . . which is so quickly translated into SALES FOR WIBW ADVERTISERS.

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY General Manager
WIBW, Topeka KCKN, Kansas City
REPRESENTED BY CAPPER PUBLICATIONS, INC. NEW YORK, CHICAGO, KANSAS CITY, SAN FRANCISCO

WGNS, Mutual Affiliate, Goes on Air With 250 w

WGNS Murfreesboro, Tenn., operating on 1450 kc, 250 w, full time, went on the air Dec. 31, beginning a thirty-day test period.

The station is owned by Cecil Elrod Sr., local business man and S. D. Wooten, chief engineer of WREC Memphis. General manager is Cecil Elrod Jr. who was formerly associated with WSMS Natal, Brazil. Bill Pepper Jr., formerly with WSMS Natal, WBNS Columbus, Ohio, and WPAY Portsmouth, Ohio, is station manager; and Louis M. Holshouser, formerly with WJZM Clarksville, Tenn., and WLAC Nashville is program director.

Affiliated with Mutual Network fulltime, the station's schedule is as follows: Monday through Saturday, 4:45 a.m. to 11:00 p.m. and Sunday, 8:00 a.m. to 11:00 p.m. Nine programs weekly will be broadcast from the newly-constructed Middle Tennessee State College broadcasting studio.

KAKC, Daytime Station, Takes Air in Tulsa, Okla.

KAKC WENT ON THE AIR Dec. 24 as a 1000 w daytime outlet on 1570 kc at Tulsa, Okla. Station is owned by Public Radio Corp., Sam E. Avey, president, and Glenn Condon, vice president and general manager, and its studios are located in Avey's Tulsa Coliseum.

In addition to Mr. Condon, a veteran radio personality, kcy staff members incude: James L. Neal, commercial manager; Jack Evans, program director; Arnold Maupin, chief engineer; Sally Miller, continuity chief, and Jim Young, announcer and news staff member.

KAKC, which calls itself "The Home Town Station," has a conditional Class B FM construction permit, and FM equipment has been ordered. The management has announced that KAKC plans to bring FM programs to its listeners as early as possible in 1947.

THE *Bud Hobbs* SHOW

Bud spins the top Western discs in a free and easy way. His breezy banter and songs of the range corrals listeners . . . rounds up prospects . . . gets YOUR brand on 'em first! One of KYA's proven programs for effective selling.

BUD HOBBS

HEARD 1:30 - 2:00 P. M. MONDAY THROUGH FRIDAY OVER KYA

●

FOR PARTICIPATIONS, CONSULT ADAM J. YOUNG Jr., INC., NEW YORK AND CHICAGO

KYA

San Francisco

Commercial

EDWARD J. DEVNEY of the Howard Wilson Co., New York, has been appointed manager of the New York office of the radio representative. Mr. Devney entered radio in 1935 when he joined WHK and WCLE Cleveland. He also sold time on WIBC Indianapolis. Mr. Devney joined Howard H. Wilson Co. in 1939. He served with AAF during the war.

HENRY VISCARDI, formerly with the MBS sales service department, has been appointed supervisor of commercial programs at the network. Mr. Viscardi's position in sales service will be taken by **SARAH DENSEN**, former manager of the MBS affidavit department.

RICHARD NICHOLLS, radio director of Donahue & Coe, New York, before leaving radio a year and a half ago, and previously radio director of Morse International, New York, has returned to the industry as eastern sales manager of Universal Radio Sales, with headquarters for office at 730 Fifth Ave., New York. New telephone is Circle 6-7181.

LOUIS A. SPOSA, former manager of the program operations department of WABD New York, Du Mont television station, has been transferred to the post of director of commercial operations. Calling the move a unique one, Du Mont executives cited that the underlying reason is to place in the field as WABD's sales representative a man whose complete familiarity with all phases of program operations will enable him to render to advertising agencies an all around service.

GEORGE KLAYER, former account executive at Edward Petry & Co., New York, has joined the Chicago office of Radio Sales, CBS spot broadcasting division, succeeding **WILLIAM B. OGDEN** who recently joined the Detroit office of Radio Sales as sales manager. Previous to his association with Petry, Mr. Klayer served three years in the New York office of the George Hollingbery Co.

H. L. RALLS of the Charlotte, N. C., office of The Branham Co. has joined **J. B. KEOUGH** in the Atlanta office of the station representative firm. Mr. Ralls continues to supervise operation of the Charlotte office which is augmented by **BERTRAM C. FINCH**, formerly national advertising manager of the Spartanburg Herald and Journal.

ROD JONES, former advertising manager of the Jacksonville (N. C.) Record and former advertising man with papers in Pittsfield, Mass., has been named commercial manager of WJNC Jacksonville, N. C. He takes post of **LESTER S. GOULD** who now devotes fulltime to executive duties at the station.

PHIL KENNY, former director of radio at Lever Bros., Cambridge, Mass., has been appointed New England representative for WOR New York, succeeding **M. L. (SPIKE) TYLER** who has established own agency in Boston.

HARRY WISE, with George P. Hollingbery Co., Chicago, for 2½ years, has been named to head the company's Los Angeles office. He has been succeeded in Chicago by **RICHARD HUNTER**, recently discharged from the Army.

BROADCAST REPRESENTATIVES has been formed at Winnipeg with **TONY MESSNER**, commercial manager of CJOB Winnipeg, as president. Company also will handle business as Winnipeg office of Radio Representatives, Toronto and Montreal representative firm.

E. (Doc) POURNELLE, sales manager of WHBQ Memphis, Jan. 4 received severe lacerations on his face and sprained thumb due to fall on icy sidewalks near his home.

JOSEPH W. MARSHALL, advertising manager of Griffith-Consumers Co., Washington, has been named commercial manager of WBCC, new Bethesda-Chevy Chase, Md., station to begin operation Feb. 1. Mr. Marshall has been in Washington advertising, promotion, and public relations field for more than 20 years and during the war served as writer in Division of Public Inquiry and Information, Army Specialists Corps, and Protection Division of Office of Civilian Defense.

ROY PEDERSON, member of the sales department of WDAY Fargo, N. D., and **JOYCE RUDH**, secretary to the sales manager of WDAY, are to be married Jan. 16.

WILLIAM M. PARKER, sales manager of WBT Charlotte, N. C., has resigned to manage Tip Beverage Corp., that city, of which he is president-treasurer.

WILLIAM W. JEFFERAY, commercial manager of WARL Arlington, Va., has been named director of radio publicity for Arlington "March of Dimes" campaign which begins Jan. 15.

WILLIAM MOYER, formerly of CBC Toronto and recently out of the Canadian Army with four years' service, has been appointed sales representative of CBM Montreal.

WEED & Co., New York, has named John A. Finneran Inc. as advertising counsel.

LEE CHETAK of WSAM Signaw, Mich., sales and publicity department is leaving radio to enter sales promotion in Chicago furniture business. He is replaced by **AL FAIRCHILD**, who returns to WSAM from KFJB Marshalltown, Iowa.

SYDNEY GAYNOR, general sales manager of Don Lee Broadcasting System, Hollywood, has been named 1947 volunteer chairman for area's American Red Cross drive within radio industry.

The Doorway to a
460 Million Dollar MARKET!
Corpus Christi's claim as the "Oil Capital of Texas," is a bona-fide one! Seventeen per cent of the State's fabulous oil production—363,000 barrels daily—is attributed to the 24 counties comprising the Corpus Christi oil areal Most of it flows to Corpus Christi for refining or for shipment through the city's modern port! A five-fold increase in crude oil production in the territory in the last 12 years, assures the continued and increasing importance of this city as an oil port. And this is only ONE of the many "Aces" Corpus Christi has to play in making it a 460 million dollar market! How to reach it—KEYS, of course—your CBS outlet in this mighty market!
COLUMBIA ★ BROADCASTING ★ SYSTEM
KEYS
AFFILIATED WITH
Taylor Howe Snowden
Radio Sales
YOUR DIRECT COURSE TO
A FABULOUS TEXAS MARKET
250 watts
1490 kc
Corpus Christi, Texas

'Town Meeting,' Co-op On ABC, Is Signed on 17

SEVENTEEN new sponsors were signed in one day, Jan. 6, by the ABC cooperative department, six of which signed to sponsor the network's newest co-op program, *America's Town Meeting of the Air*. They are: First National Bank of Roanoke, Va., on WSLS Roanoke; Roy Bass Motor Co. on WMRC Greenville, S. C.; Carolina Power and Light Co. on WNCA Asheville, N. C.; *Jamestown Post Journal* on WJTN Jamestown, N. Y.; Marks Rothenberg Dept. Store on WTOK Meridian, Miss.; San Diego Federal Savings and Loan Assn. on KFMB San Diego.

In addition the *New York Herald Tribune* is reported negotiating with ABC to sponsor *Town Meeting* on WJZ New York. Other cooperative sales included three new sponsors for Elmer Davis and two new sponsors apiece were added by Baukhage, *Dick Tracy* and Ethel & Albert.

Among ABC affiliated stations, KFMB San Diego added three new sponsors for three separate network co-op programs while WTOK Meridian, KENO Las Vegas, Nev., and WGLN Glens Falls, N. Y., each acquired two new sponsors.

THIRD annual 12-lecture "Advertising in Business" sponsored by Los Angeles Advertising Women will start Jan. 21 according to Margaret Anders, president. Two-hour sessions will be comprised of 30 topics in advertising and its application to all types of business.

new 1947
MICHELSON
porto-playback

FOR 16 INCH TRANSCRIPTION RECORDS

IMMEDIATE DELIVERY

Brand New · Improved · Prompt Delivery From Stock

Here's Charles Michelson's 1947 version of the famous PORTO-PLAYBACK, for playing 16" transcription records at 33⅓ r.p.m. and phonograph records... an entirely new conception of compactness, flexibility, tonal quality and ease of operation.

It has everything from good looks to the new permanent sapphire stylus and 16" transcription arm. Guaranteed to meet the exacting requirements of radio stations, advertising agencies, transcription companies and schools.

TO TELL AND SELL YOUR SALES STORY BETTER, ORDER YOUR PORTO-PLAYBACK NOW

specifications and features

WEIGHT: 26 pounds complete.

CASE: Sturdy, lightweight, attractive maroon luggage, finished in fine grain water-repellent fabric. All brass fittings rustproof.

SIZE: 20" long, 12" high and 8½" wide.

SPEAKER: Latest design 6½ inch permanent magnet speaker with special oversized magnetic field.

AMPLIFIER: Powerful 4 tube matched amplifier.

PICK-UP: Latest type 16 inch transcription arm crystal pick-up with permanent sapphire stylus.

MOTOR: Dual speed, alternating AC current, 33⅓ and 78 r.p.m., with improved heavy duty motor sealed in oil.

CONTROLS: Separate tone, equalizer, and volume controls.

PRICE: $125. Net F. O. B. New York.

GENNETT AND SPEEDY-Q SOUND EFFECT RECORD LIBRARY
TRANSCRIBED PROGRAMS

CHARLES MICHELSON, inc.

PIONEERS IN RADIO TRANSCRIPTIONS SINCE 1934

67 West 44th St., New York 18 — Phone: MUrray Hill 2-3376

THEY ARE

KFAB's

NEW NATIONAL REPRESENTATIVES

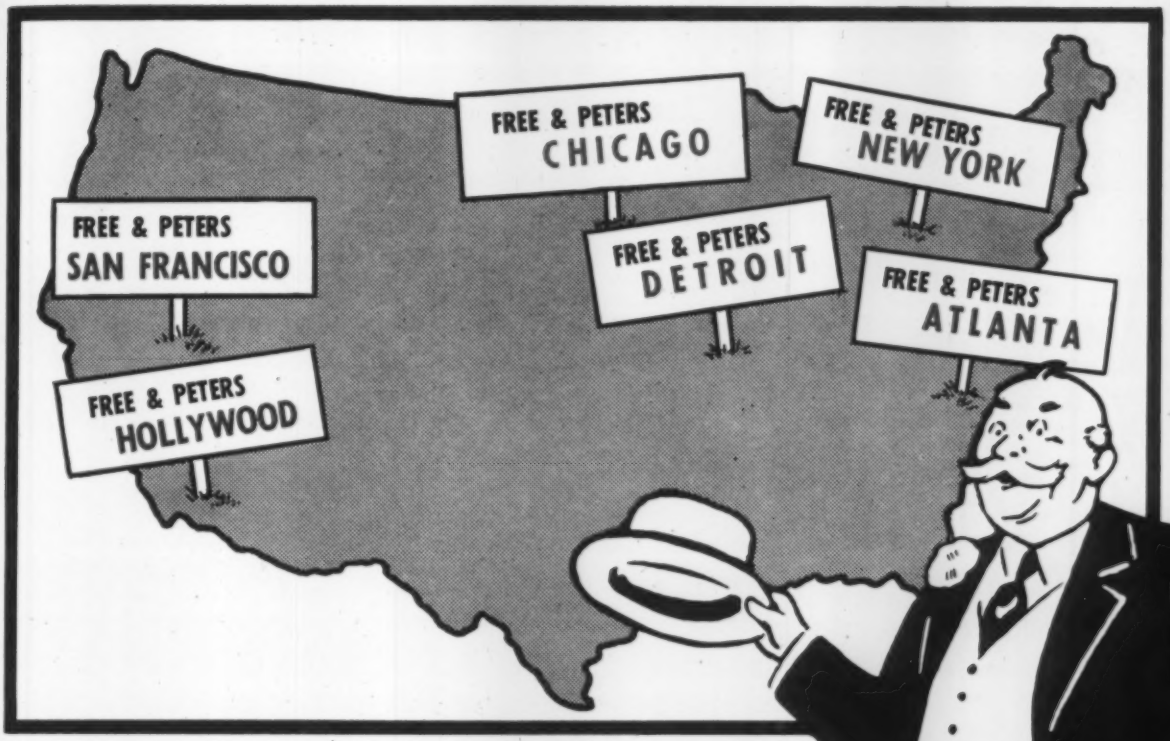
NEW 50,000 WATTS

KFAB

OMAHA

HARRY BURKE, General Manager

NOW REPRESENTED BY



THANK YOU, HARRY—
WE ARE PROUD TO
REPRESENT ANOTHER
BIG STATION
KFAB NOW IS AS NEAR
AS THE CLOSEST
FREE & PETERS OFFICE

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

OMAHA—KFAB

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | NEW YORK: *444 Madison Ave.* Plaza 5-4130 | DETROIT: *3463 Penobscot Bldg.* Cadillac 4255 | SAN FRANCISCO: *58 Sutter* Sutter 4353 | HOLLYWOOD: *6331 Hollywood* Hollywood 2151 | ATLANTA: *322 Palmer Bldg.* Main 5667

Editorial

Un-AFRA-id

FOR THE first time in modern radio annals, organized broadcasters have resisted the thrusts of organized labor. The NAB Board of Directors, meeting in San Francisco last week, undid what the major networks felt they were constrained to do in capitulating to the demands of AFRA for what amounted to secondary boycott commitments.

The board, by resolution, declined to authorize President Miller to appoint the four broadcaster members of the 16-man AFRA-Industry Advisory Council, which would determine reasonableness of AFRA organizing activity among independent stations and, despite avoidance of specific language to that end, would mean imposition of network sanctions against stations failing to conform. That would mean withholding of service, and that, in any language, is secondary boycott.

The upshot of the board's action can mean a rupture of the network-AFRA agreement. For AFRA from the start has held out for the secondary boycott. So anxious was AFRA to put across its deal that it swore all participants to secrecy on the specific terms until everything was signed and sealed. The NAB board's courageous and fully warranted action nips that.

It is possible that AFRA, now thwarted in its effort to effectuate a secret network covenant, secretly arrived at, may find a way out. But network affiliates, in the light of the NAB board's action, won't be euchered into any deal wherein they will find themselves "organized" by AFRA through network commitments in which they had no voice.

The NAB board, after a discussion that ran hours beyond scheduled adjournment, authorized President Miller to appoint a committee to study the network-AFRA proposal and report at the next board meeting in April. That effectively negates the AFRA proposal, as now written and "initialed" by the four networks, since its terms were to become effective Jan. 1 but were delayed by local negotiations with stations in Chicago and Hollywood.

There were no accusations of being "sold down the river" by the networks, reminiscent of past compacts with ASCAP and AFM. Independent directors took cognizance of the plight of the networks and of their vulnerability in such negotiations. But they nevertheless stood their ground against what they construed to be tacit network agreements which bound them to AFRA unionization, under pain of being deprived of network service. The fact that such deprivation would be once removed, through interposition of the advisory council, doesn't alter the result, which in effect would mean that the networks would become AFRA organizing conduits.

It is hard to feel compassion for a union which boasts a membership of more millionaires (said to be about 200 of the big name network performers) and more additional individual wealth than you'll find in a Who's Who of station ownership. But it's easy to understand why it wanted to jam through the network deal as stealthily as possible when the newly organized Congress is on the threshhold of writing a new law which would end secondary boycotts and outlaw labor coercion.

The NAB board should be applauded for its forthright and timely action, which bids to nip another wave of shakedowns of radio.

If there must be a strike, radio can stand the risk. All of the talent isn't in Hollywood, Chicago and New York, and all of that in those key centers isn't AFRA. And, besides, all that gold on the air today doesn't necessarily glitter.

One-Way Lend-Lease

NOT ALL British subjects are anti-commercial radio, as the Labor Government would have the world believe. Towers of London Ltd. has arranged to have a U. S. firm distribute —to commercial sponsors—a transcribed series, *Secrets of Scotland Yard* (see story this issue).

It wasn't so long ago that a Labor Government spokesman implied, in the House of Commons, that the British Government might resort to jamming any commercial station whose signal reached British radio sets. Clement Attlee's Government would stop at nothing to prevent the British people from enjoying a free radio—programs sponsored by advertisers instead of Governments.

Yet it seems to be perfectly all right for British producers—who cannot sell their wares in their native land—to ship them to the USA where we still have a free radio (although there's cause for nervousness when one reflects on the Blue Book).

Log Jam at FCC

THE ENGINEERING DEPARTMENT of the FCC is log jammed in handling AM applications for regional facilities. The report carried elsewhere in this issue to the effect that a freeze on AM applications may soon set in demonstrates this fact.

The difficulty grows out of the tremendous load which has been placed on the Commission's hard-working technical staff; the shortage of engineers within the Commission to process applications; and the system employed for resolving interference problems which are multifold in the regional category today. One might note parenthetically that the Commission's policy-setters might have given this serious situation earlier consideration had their time not been taken up with program matters which do not concern them under the Communications Act.

At all events, it has now been proposed that AM applications be cut off for a three-month period. During that time, FCC technical people will endeavor to work out a scheme with consulting engineers which will simplify the process.

Generally, this program contemplates closer coordination between the consulting engineers and the Government engineers. It is intended to resolve problems created by interference factors before cases are considered by the Commission.

As the regional processing line operates now, FCC engineers study—at great length—the technical exhibits of various applicants for frequencies which need protection against overlapping signals. It is this time-consuming procedure which the FCC hopes to correct.

Anything which will operate toward more efficient disposition of pending applications is worth careful study. Some AM applicants have waited as long as a year for a decision. That seems unreasonably burdensome.

Our Respects To—

EVERETT LESTER DILLARD

LIKE many others who staked out radio claims in the industry's infancy, Everett Dillard has been living, eating and sleeping radio 24 hours a day, 365 days a year, with more of the same when leap year comes around and adds an extra day to his kilocycle career.

Naturally Mrs. D is somewhat of a radio widow, especially when her husband starts tinkering with W3BKO in their Silver Spring, Md., home—though sometimes she joins him at the mike of a set he built entirely out of war surplus equipment. But Jean Dillard has plenty of company when W3BKO is on the air, being one of three Martin girls from Kansas City who entered radio via the altar. Sister Virginia is married to Hudson Eldridge, business manager of the Washington office of the Dillard equipment firm, Commercial Radio Equipment Co. Sister Zo is married to O. R. Wright, sales manager of the Dillard-owned KOZY, Kansas City FM station.

Last Friday Mr. Dillard watched the fruition of weeks of labor when FM Assn. held its organization meeting in Washington. As a member of FMA's Steering Committee he had been active in arranging the first gathering of this FM promotional organization.

Mr. Dillard's first air venture was a ham station in 1919 when radio was a pup and he was a 14-year-old Kansas City school boy. At Kansas City Junior College and Missouri U. he kept up his tinkering between classes in electrical engineering, finally leaving the university in 1928, his junior year, to start WLBF Kansas City. At high school he had started a nest-egg by part-time operating at WHB Kansas City and at college he continued directing his dance orchestra (AFM, Kansas City local).

He sold WLBF in 1930 after moving it to Kansas City, Kan., thereupon starting American Piezo Supply Co., pioneering in quartz crystals. After teaching at the school of First National Television Co., Kansas City, he became chief engineer of KXBY and experimental television station W9XAL, both owned by the school. His duties included frequent script writing, programming and announcing.

In 1933 Mr. Dillard formed Commercial Radio Equipment Co. to construct specialized broadcast and other station equipment, including crystals. A frequency monitoring service was established and in 1937 he added consulting engineering practice. Meantime he had be-

(*Continued on page 48*)

They Listen With Their Hearts

"Your many hours of concert music each day make my life richer and fuller," declares a WQXR enthusiast . . . a sentiment shared by all people who listen with their hearts. More than half a million New York families — a city within a city — treasure WQXR for its good music, news. They spend 62% of their radio time tuned to WQXR.

Discriminating in the programs they enjoy and in the products they buy . . . above-average in income . . . loyal to WQXR . . . these listeners are a profitable market for over 80 advertisers. For better sales, use WQXR . . . "New York's Most Beloved Radio Station" . . . famed for good music and the news bulletins of The New York Times.

WQXR

AND FM STATION WQXQ

Radio Stations of The New York Times

HANDS clasp as Lewis Allen Weiss, vice president and general manager of Don Lee Broadcasting System, Hollywood, is welcomed into the Ten-Year Club by Ruth Barnard, club secretary. Other members are (l to r): Charles J. Marshall, accountant; A. M. Quinn, secretary-treasurer of DLBS; Mr. Weiss; Miss Barnard; Sydney Gaynor, general sales manager, and Robert A. Shepherd, music librarian. Although Mr. Weiss has actually been with Don Lee for 12 years, he has only recently completed 10 consecutive years.

Boulder City Company Is Being Reorganized

BOULDER CITY Broadcasting Co., operator of KBNE Boulder City, Nev., and holder of a construction permit for KELN Ely, Nev., is undergoing reorganization following resignation of two of its executives.

Calvert C. Applegate, former chief engineer of KFWB Hollywood, and later general manager and secretary-treasurer of Boulder City Broadcasting Co., has been replaced, following his resignation, by C. A. Savage, comptroller of the company since its organization. A. E. Cahlan, Las Vegas newspaper publisher, has resigned as vice president of the broadcasting company, and is replaced by Don Ashbaugh, former Los Angeles Times and Paramount publicity man. Mr. Cahlan will also be station manager in charge of production, programs and sales.

ACA Wins WFIL

AMERICAN COMMUNICATIONS Assn. (CIO) has been voted the bargaining union to represent the engineers of WFIL Philadelphia. ACA six months ago was beaten in the studio balloting by the National Association of Broadcast Engineers and Technicians.

LOOK

What You're MISSING

You're in for a big drop in postwar sales if you overlook Mississippi—the South's No. 1 expanding market. The United States Employment Office reports that job placements are running 58% in excess of the 1939-40 pre-war period. Get the jump on the competition for this BILLION DOLLAR Mississippi Market by buying time on all the 'Ole Miss Stations. Then, you can't MISS Mississippi!

THE 'OLE MISS STATIONS

WAML . . . Laurel	WGCM . . . Gulfport	WLAU . . . Laurel
WCBI . . . . Columbus	WGRM . . . Greenwood	WMIS . . . . Natchez
WCOC . . . Meridian	WJDX . . . Jackson	WQBC . . . Vicksburg
WELO . . . . Tupelo	WJPR . . . . Greenville	WROX . . . Clarksdale
WFOR . . . Hattiesburg	WJXN . . . Jackson	WSLI . . . . Jackson

MEMBERS MISSISSIPPI BROADCASTERS ASSOCIATION

WNAC Asks Modification Of Clear Channel Rules

YANKEE NETWORK has asked FCC to modify its clear-channel rules to permit its WNAC Boston to change to 1200 kc with 50 kw fulltime, directionalized at night. The 1200 kc clear channel is used by WOAI San Antonio with 50 kw.

WNAC is currently on 1260 kc with 5 kw. FCC rules designate 1200 kc as a channel to which one Class I and one or more daytime or limited-time Class II stations may be assigned. Yankee Network's petition asked that the frequency be designated, instead, among those to which Class I and fulltime Class II stations may be assigned.

FOUNDER OF RAMSEY AGENCY DIES AT 55

L. W. RAMSEY, 55, founder and president of the L. W. Ramsey Co., advertising agency with offices in Chicago, Hollywood and Davenport, Iowa, died Jan. 2 at Barnes Hospital in St. Louis after an illness of three months.

A graduate of the University of Illinois, Mr. Ramsey served as an ensign in the Navy in World War I. He founded the Ramsey Co. in 1921. In addition to serving as president of the company, he found time to write and to participate in national home and garden affairs. He was founder of the National Yard and Garden Contest Assn. and a director of the National Home Planting Bureau. He contributed many articles to national magazines, including *American Home, Ladies Home Journal* and *Better Homes and Gardens.* In addition, he took an active part in the civic affairs of his home community, Davenport.

His survivors include: his wife, two sons, L. W., Jr., of the Ramsey Co. staff, and George, a student at Yale; one daughter, Julianne, a student at Sarah Lawrence College.

KWBC's Formal Opening Is Held in Fort Worth

KWBC Fort Worth celebrated its formal opening Dec. 22, with a three-hour program in which some 60 civic leaders participated. KWBC is a 1000 w daytime station, on 970 kc, owned by Worth Broadcasting Co. P. W. Seward is president of the company.

James E. Rennie is KWBC's manager. Staff includes R. W. Chapman, chief engineer; Ralph Widman Jr., program manager; C. Altom Cocke, production; Margaret Brown, traffic; Mary Middleton, office manager; Roy Loba, sales; Jerry Janes, Jim Lowe, Everet Baty, announcers; Lewis Love, Eva Rob Watkins, continuity; Clarence Anglin, Melvin Parsons, E. H. Walker, J. F. Kaacker, engineering; Marjorie McCarley, commercial; Mildred Cunningham, receptionist.

WNAE TAKES THE AIR; VETERANS IN CHARGE

WNAE WARREN, PA., went on the air Dec. 31, operating with 1000 w on 1310 kc as a Mutual affiliate. Station is owned and operated by Northern Allegheny Broadcasting Co. Most of its staff members are World War II veterans with radio experience in both civilian and military life, and practically all of them are also stockholders in the company.

David Potter, former director of Kokomo Broadcasting Corp., Kokomo, Ind., is manager. Other staff members include: program director, W. LeRoy Schneck, formerly of WCED Dubois, Pa.; chief engineer, Homer M. Haines, formerly of the Army Signal Corps and WKMO Kokomo, WPAY Portsmouth, Ohio, and WMAN Mansfield, Ohio; sales manager, Frank Foster, formerly with Webber Radio Programs; salesman, James W. Potter, part owner of Kokomo Broadcasting; announcers, Bob Herald, formerly chief announcer of WCED Dubois, Pa., and Wiles Hallock, who has been sports reporter for the *Denver Post* and announcer at WLEU Erie, Pa.; operator, William Nagy, formerly operator at WLEU and radio technician with the Pennsylvania State Police; continuity writer, Miss Cressed Card, free lance radio script writer.

WNAE studios occupy third floor and offices are on second floor of the First National Bank building in Warren. Transmitter is housed in a quonset building east of Warren.

WNAE is represented nationally by Homer Griffith Co., New York.

Tower Work Started

CONSTRUCTION of a 220-foot tower for WGAT Utica, N. Y., has been started at Marcy, a few miles north of Utica, John Melville, station director, announces. WGAT, which will be an ABC affiliate operating on 1100 kc, also has started a promotional campaign announcing that it expects to go on the air Jan. 15. A large bulletin board telling of the opening has been placed on the Utica-Rome road, and Mr. Melville adds that the station "also placed microphones around town with a sign that reads 'Soon Radio Station WGAT Will Commence Broadcasting Over This Microphone' followed by a brief story of the new station."

WSM Rate Increase

A RATE increase, effective Jan 1, has been announced by WSM Nashville, Tenn. Station advertisers will continue at the present rates for one year from the date of first broadcast, providing service started on or before Dec. 31, 1946, and providing the broadcasts are without interruption. The 10% bonus discount for 52 weeks of consecutive broadcasting has been discontinued.

1000 Watts of FM Broadcast Satisfaction

Collins FM transmitters are fully engineered in every detail. They reflect many years of successful experience in designing and manufacturing broadcast transmitters unexcelled in performance and reliability. Persons who attended the NAB convention in Chicago were noticeably impressed with the 732A on exhibition there.

The Collins 732A 1 kw FM Transmitter

What they saw:

RELIABILITY: They saw thorough design in every part of the equipment—Oversized components in all circuits—Personnel protection by means of electrical and mechanical interlocks—Overload protection—Proper ventilation. This transmitter is as substantial as it looks. Our engineers have the experience and know-how to design long and trouble-free life into radio equipment.

STYLE: The modern yet conservative exterior, with its three-tone gray finish, is attractive today and will be ten years from now. The beauty of Collins FM transmitters extends throughout the equipment. Chassis layout is symmetrical, roomy, and functional. Vertical construction and hinged chassis design provide utmost accessibility.

What they didn't see:

PERFORMANCE: They couldn't see the performance characteristics as measured in actual operation. Measurements show a carrier stability within ±200 cps. Distortion is less than 1.0%. The frequency response is within 1.0 db total variation from 50 to 15000 cps. The noise level is at least 65 db below 100% modulation.

Write for an illustrated bulletin. And remember that we can supply your entire equipment requirements.

FOR BROADCAST QUALITY, IT'S...

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street, New York 18, N. Y.

458 South Spring Street, Los Angeles 13, California

9 MAJOR Awards in 1946
• for Programs
• for Showmanagement
• for Listener Service
• for Promotion
KLZ Denver
CBS Affiliate 560 Kc.
Represented by THE KATZ AGENCY

Respects

(*Continued from page 44*)

come licensee of W9XA, high-frequency station, experimenting in AM and FM in the 26 mc band.

Here he got into uncharted radio fields as he investigated the life and habits of little-used frequencies, including skywave interference, multipath reception and distortions of FM via skywave transmissions. To do this he had to design much of the measuring equipment. The findings are part of the record in the FCC's 1938 FM hearing out of which came selection of FM as the type of modulation for commercial high-frequency broadcasting.

In 1942 Mr. Dillard put Kansas City's first commercial FM station on the air, with the call letters K49KC. The station was ancestor of the present successful KOZY, now operating in the new FM band.

Not all this pioneering was done in Kansas City, however. Mr. Dillard had set up a Washington office for CREC, had moved to the Capital City, and soon had the inevitable experimental station on the air. It was licensed first as W3XL, but now is WSDC (FM). W3XL was the first FM developmental station to operate on the high band in the Washington area.

During the war CREC was greatly expanded. It developed and manufactured many types of high-frequency crystals and the Kansas City factory won three E awards. Immersed in war production, Mr. Dillard still found time for FM activity and he became active in FM Broadcasters Inc., along with Radio Technical Planning Board and other organizations. Since FMBI's merger with NAB he has been a leading spirit in the movement to promote development of FM stations and manufacture of FM receivers. The first meeting of the FM promotion group was held in his Washington office. Wherever FM goes, Everett Dillard will be in the front line.

The Dillards have two children, Donald 11 and Sandra 7. Father Dillard belongs to such organizations as Institute of Radio Engineers, Kansas City Chamber of Commerce, Washington Board of Trade, and Exchange Club of Washington. He is a member of the Christian Church.

KPAC
MBS
BMB

Nunn Station Managers To Become Part Owners

UNDER a new policy just announced, the local manager of each Nunn Station will become a part owner, officer and director in the company. A portion of the common stock in WLAP Lexington and WBIR Knoxville is being sold to the executives who have been operating those stations. Similar plans are being formulated for the other Nunn stations, WCMI Ashland, Ky., WMOB Mobile, and KFDA Amarillo, although no change in their existing operation is being made now.

J. E. Willis, former assistant general manager of the Nunn Stations, and Miller Welch, WLAP manager, have purchased stock in WLAP. Mr. Willis is now vice president and general manager; Mr. Welch has become a director in the corporation, in addition to his station director's duties.

John P. Hart, manager of WBIR for three years, has purchased an interest in that station, and is now also vice president and general manager and director of the corporation. Other officers of the corporation remain the same.

Y&R Names Two

JOHN D. WITTEN, manager of the research department of Young & Rubicam, New York, has been appointed assistant to the president of the agency. Dr. Peter Langhoff, who organized and has been director of the Veterans Adm. research service, has been appointed to succeed Mr. Witten as research manager of Y & R. Dr. George Gallup continues as vice president of the agency in charge of research. Mr. Witten formerly had been chief statistician of the Army Service Forces.

MANAGEMENT

FRANK ARMSTRONG, program director of WDGS Dyersburg, Tenn., has assumed duties of acting manager of that station to replace **BERT FERGUSON**. Latter moves to Memphis to devote full time to building and organization of WABP, authorized assignment of 250 w on 730 kc. Mr. Ferguson and **JOHN R. PEPPER**, former owner of WJPR Greenville, Miss., are owners of WABP.

J. SOULARD JOHNSON, public relations head of KMOX St. Louis, in addition to his present duties, has been named executive assistant to general manager of station. Mr. Johnson has been with KMOX for ten years, during which time he was granted leave of absence to serve in AAF.

Mr. Johnson

CURTIS P. RITCHIE, manager of KGHF Pueblo and Colorado State Senator, Jan. 2 began his fourth term in the state legislature at opening of 1947 session.

EDGAR KOBAK, president of MBS New York, was to arrive in Hollywood Jan. 9 for several days' conferences with **LEWIS ALLEN WEISS**, vice president and general manager of Don Lee Broadcasting System, West Coast outlet of Mutual.

KENYON BROWN, vice president of KOMA Oklahoma City, is the father of twin boys born Dec. 22, one of which died Dec. 29. The other twin and mother are reported well.

GEORGE B. STORER, president of The Fort Industry Co., has made WGBS Miami his temporary winter headquarters.

E. A. ALBURTY, general manager of WHBQ Memphis, has been elected member of the board of directors of Memphis Cotton Carnival Assn., which presents annual Memphis Cotton Carnival.

FRANK WELTMER has been named manager of KCOY Santa Maria, Calif., owned and operated by the Santa Barbara News-Press Publishing Co.

ROBERT HINCKLEY, ABC Washington vice president, is in Hollywood this week to confer with executives.

W. H. Price Killed

W. H. (Bill) PRICE, 27, announcer of KXO El Centro, Calif., was killed when a Western Airlines' plane en route to Los Angeles crashed against Laguna Mountains near San Diego, Calif. on Christmas Eve. Besides his parents, Mr. and Mrs. Howard Price, surviving are a brother and sister, all of Beverly Hills, Calif.

Two Named

JOHN L. ANDERSON, former secretary and treasurer of McCann-Erickson, New York, has been elected vice president and treasurer of the agency, and Kathryn Kelly, former assistant secretary, has been elected secretary. Mr. Anderson joined the Erickson Co. in 1919 as a copywriter and later became copy chief and assistant to the president and treasurer. When McCann-Erickson merged in 1930 Mr. Anderson became assistant treasurer of the new company, later being promoted to post of treasurer and secretary. Miss Kelly joined the McCann Co. 35 years ago as secretary to H. K. McCann.

...on your new TELEVISION Station

SCRIPPS-HOWARD — a name long celebrated in newspaper and radio worlds— moves into a new medium by staking a first claim in the promising field of Television. Cleveland will be given television broadcasting service early in the summer of 1947.

It is significant that these wisely operated newspaper and radio interests have chosen Du Mont television equipment. The contract for the complete installation has been awarded by Scripps-Howard Radio, Inc., to Allen B. Du Mont Laboratories, Inc., pioneering pacemaker of the television industry and builder of more television broadcasting stations than any other equipment manufacturer.

Du Mont will provide and install a 5 kw video transmitter, 2.5 kw audio transmitter, a three-camera studio chain, dual film pickup chain, a three-camera Image Orthicon field pickup chain, master control board, antenna, and complete audio, lighting and testing equipment.

Du Mont's fifteen years of precision electronic "know how" assure tested, dependable designs. May we show you Du Mont equipment in use in the world's largest and most completely equipped television studios — at Station WABD, New York?

IF YOU HAVE NOT READ "THE ECONOMICS OF DU MONT TELEVISION," MAY WE SEND YOU A COPY? ASK FOR IT TODAY.

DUMONT *First with the Finest in Television*

Copyright 1946, Allen B. Du Mont Laboratories, Inc.

ALLEN B. DU MONT LABORATORIES, INC. • GENERAL TELEVISION SALES OFFICES & STATION WABD, 515 MADISON AVENUE, NEW YORK 22, N. Y.
DU MONT'S JOHN WANAMAKER TELEVISION STUDIOS, WANAMAKER PLACE, NEW YORK 3, N. Y. • HOME OFFICES & PLANTS, PASSAIC, N. J.

DETROIT'S LEADING INDEPENDENT STATION

WJBK

THIS YEAR FOLLOW THE LEADERS ON WJBK

Stanback
Carter's Little Liver Pills
Super Suds
Del Monte Coffee
Ex Lax
Lifebuoy
Rinso
Tintex
Wild Root Cream Oil
Wurlitzer
Kresge
Sunshine Biscuit
Pillsbury Flour
Oxydol
Ward Baking Co.
Adam Hats
Bond Bread
Chelsea Cigarettes
Hi-Speed Oil
G. Washington Coffee
Absorbine
Pet Milk
Bowman Gum
General Motors

★

STATION WJBK
Carries more national advertising . . . does a larger dollar volume . . . than any other 250 watt station in this area.

WJBK
JAMES F. HOPKINS, INC.

PROGRAMS

AN AMATEUR show for Negro children, "The Colored Kiddies Hour," has been started on WDAS Philadelphia, Sun. 5-5:30 p.m. under sponsorship of Dr. H. N. Shor, local dentist. Placed through Philip Klein Adv., Philadelphia, program is scheduled for 13 weeks. Listeners are invited to send in their votes for the most talented youngsters presented. At the conclusion of the series the final winner is to receive a radio audition in New York with expenses for the trip paid for the youngster and one parent. Auditions are held at the WDAS studios each Friday under the supervision of Ruth Mosee. Betty Ann is m.c. for series.

Legislative Review

WIBC Indianapolis has started new series of sustaining shows each Saturday beginning with opening of new session of Indiana State Legislature. Program is planned to keep listeners abreast of each week's activities during session. Series, called "An Assembly of the People," features wire-recorded pickups of discussions of legislative issues, plus narrative news summaries of week's progress. Scheduled for 15 minutes weekly, show will expand to half-hour spot as session grows. WIBC has been awarded a citation by Indiana American Legion for "comprehensive programming in public interest."

Friendship Series

SONGS of Irving Caesar, composer, are basis for new series broadcast by WCAU Philadelphia, Sun. 11:15-11:30 a.m. Titled "Fellowship Forum," series started Jan. 12 and is designed to promote greater understanding among school children of all races, creeds and nationality backgrounds. Program presents members of High School Fellowship, school system youth group sponsored by Fellowship House. Students constitute chorus, participate in forum. Copy of friendship song book is awarded to those submitting best letters, songs, poems or other material based on friendship theme.

Their Preference

LISTENERS responded immediately and favorably to question by new outlet WGAY Silver Spring, Md., as to whether to continue a unique program titled "Smiling Music," spotted in early Saturday afternoon period. The program had started as a gag as it consisted of purely "corny" street-corner band music and from the first had been disliked by the announcer, the manager's wife and the station's president. With such a case history it was surely doomed for oblivion until WGAY decided to ask listeners. The results ordered the program to stay and it now is being offered for sponsorship according to letter addressed to the trade last week.

CBS Buys 'Party'

THE CBS "G. E. House Party" program, which was discontinued Jan. 10 under sponsorship of General Electric Co., Schenectady, has been sold to CBS on a sustaining basis by Art Linkletter and John Guedel, owners of show. Program will be heard on CBS Mon. through Fri. 4-4:25 p.m. beginning Jan. 13 and will be offered to network's affiliates on a cooperative basis. It is reported that General Electric, which owns rights to title of program, will permit CBS to use "House Party."

Minors' Quiz

CURRENT-EVENTS quiz among children ranging in age from 6 to 9 years is being conducted by WBKB Chicago on new telecast show called "Minor Opinions." Produced and directed by Pauline Bobrov, show is aired Mon. 7:30-7:45 p.m. George Menard is moderator of class, consisting of six children from Gary Public Schools. Students are rotated weekly. Children discuss current problems in politics, housing, sports, business, and education.

Veterans' Problems

DRAMATIZATION of veterans' problems is theme of new series, "Voice of the Veteran," on WGBS Miami. Featuring students from U. of Miami as writers and participants, show has aired housing problem in first few programs, citing actual cases of black market housing, with victims telling of circumstances surrounding their individual case.

Anti-Gambling Plea

LETTER to all stations east of the Mississippi was sent last week by Lan Singer and Jim Fair, sports editors of WLEE Richmond, Va., requesting cooperation in keeping off the air any information which would be useful to gamblers. Letter was designed to unite stations in a solid front to combat "any further blackening of sports' good name," it was said.

Pool Broadcast

WEST VIRGINIA stations Jan. 8 pooled broadcast of Gov. Clarence W. Meadow's message to joint session of state legislature. Address was heard over 13 or more West Virginia stations, with engineering, switching, and remote equipment provided by WGKY Charleston and announcing handled by Harry Brawley of WCHS, that city.

Legislative Forum

DAILY round table co-op program has been started by Tobacco Network from Fogg's Restaurant, two blocks from Capitol Hill in Raleigh, N. C. Titled "Capitol Coffee Cups," program is originated by WRAL Raleigh and is moderated by Mayne Albright, former head of state GI Democrats and state official for many years.

Bond Show on CBS

THE SAVINGS Bond Division of the U. S. Treasury Dept. began a half-hour five-times-weekly "Treasury Bandstand" program on CBS Jan. 6. The network is contributing its 5:30-6 p.m. spot on weekdays to the 1947 Bond Drive starting Jan. 13. Program was heard 3-3:30 p.m. on the network Jan. 6-13.

Students on WLAT

WEEKLY half hour program, written, announced and produced by students, is now carried by WLAT Conway, S. C., with origination from local high school. "Hi-School News" also is aired twice weekly from WLAT studios. Latter is handled by journalism class.

New AAF Series

ARMY AIR FORCES Jan. 4 started new series on MBS titled "Flight Into the Past," Sat. 12:30 p.m. Program traces development of aviation from its birth in 1903 to the present. Music for series is provided by the AAF Band. Weekly developments by AAF are announced at close of each broadcast.

Also KCMC-FM Frank O. Myers, Mgr. KCMC, Inc., Texarkana, U. S. A.

POPULATION

Metropolitan Texarkana	—52,392 (January 1, 1945)
Retail Trade Area	—331,420
Wholesale Trade Area	—416,267 (1940 Census)

An All-Time Favorite

BESAME MUCHO

Published by
PEER INTERNATIONAL CORP.

• • •

Performance Rights Licensed Through

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BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

time to help

To help thousands of tiny tots face a brighter future — give your time to the March of Dimes!

A complete and exciting package of transcribed programs has been prepared for your use . . . for the enjoyment of your listeners . . .

- ☆ **TEX BENEKE and the Glenn Miller Orchestra**
- ☆ **PERRY COMO, Lloyd Shaffer's Orchestra**
- ☆ **WALTER PIDGEON—BASIL O'CONNOR**
- ☆ **DINAH SHORE with Robert Emmett Dolan's Orchestra**
- ☆ **FRED WARING and his Pennsylvanians**
- ☆ **CELEBRITY talks by stars of stage, screen, radio**
- ☆ **SPECIAL foreign language programs**

Bob Hope, Chairman, Veterans and Servicemen's Division of the March of Dimes

Basil O'Connor, *President* **Howard J. London, *Radio Director***

1947 MARCH OF DIMES

"The 1946 polio epidemic, second worst in our history shows that the battle is far from won . . ." ***Harry S. Truman***

Give your time to the March of Dimes

JANUARY 15-30

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS, INC.
120 Broadway, New York 5, New York

When your shipment's "in a hurry" count on the speed of AIR EXPRESS

With more and faster planes in the service of the Airlines, Air Express frequency of service is stepped up. Speeds up to five miles a minute now make even coast-to-coast delivery overnight a routine affair. Same-day delivery between many U. S. towns and cities.

These are compelling reasons why Air Express is even more essential and useful to your business than ever. And the cost to you for this super-fast service is surprisingly low. International Air Express is just as speedy and inexpensive, too. When speed is what's called for, count on Air Express.

Specify Air Express - it's Good Business

- Low rates. • Special pick-up and delivery at no extra cost.
- Direct by air to and from principal U. S. towns and cities.
- Air-rail to 23,000 off-airline communities.
- Direct air service to and from scores of foreign countries.

Just phone your local Air Express Division, Railway Express Agency, for fast shipping action . . . Write today for Air Express Rate Schedules containing helpful shipping aids. Address Air Express, 230 Park Avenue, New York 17. Or ask for them at any Airline or Railway Express Office. Air Express Division, Railway Express Agency, representing the Airlines of the United States.

AIR EXPRESS

GETS THERE FIRST

Rates are low

To Air Express a 5-lb. package **1349** miles costs only **$2.32**! Heavier weights similarly inexpensive. Investigate!

AGENCIES

ELDON SULLIVAN, assistant to the president of Lennen & Mitchell, has resigned from that post to join John W. Orr & Assoc., New York, as vice president and account executive on the account of Andrew Jergens Co., Cincinnati.

JILL WARREN, formerly with Twentieth Century-Fox, ABC and WHOM New York, has joined the Liggett & Myers (Chesterfield) section of Newell-Emmett Co., New York, as director of promotional activities for the "Chesterfield Supper Club" on NBC. Miss Warren is also music editor of Movieland magazine and is a contributing editor of Band Leaders magazine. She will retain both positions in addition to her promotional duties.

ANDREW E. WRIGHT, for 12 years with the Montreal office of Cockfield Brown & Co., has been transferred to the Toronto office. He has been 21 years with the agency and is a director.

JOHN S. WILLIM, former account executive at Grey Adv., New York, and prior to that with Kenyon & Eckhardt, New York, in same capacity, has been appointed advertising manager of Jay Thorpe, women's wear store, New York.

DAVID A. COLLINS after service with the Army has joined Aetna Adv., New York, as account executive.

NAN PENDRELL, former copy chief of the Chernow Co., New York, has been appointed executive vice president in charge of planning and merchandising of the agency.

JAMES J. BOOTH, recently discharged from AAF and previously with WITH Baltimore where he handled sales, writing and producing, has joined New York office of Ralph H. Jones Co. as account executive. Mr. Booth also formerly had been with Warwick & Legler, New York, Booth, Vickery & Schwinn and C. D. Ferguson Inc., Baltimore.

Mr. Booth

WILLIAM J. BREEN Jr. has resigned from Young & Rubicam, New York, to join Sherman & Marquette, that city, in executive capacity, on Colgate-Palmolive-Peet Co. account.

WALTER E. WRIGHT, formerly with J. M. Mathes Inc., New York, has joined Moss Assoc., New York, as account executive.

ROBERT N. MANN, for nine years with Time Magazine, has joined Hanly, Hicks & Montgomery, New York, as an executive in the merchandising division.

ALLEY & RICHARDS Co., New York and Boston agency, has incorporated and is now Alley & Richards Inc.

G. BRUCE WOODIN, formerly with Hicks & Greist, New York, has joined the G. M. Basford Co., New York, as account executive.

NICHOLAS FREYDBERG, former assistant to the publisher of Newsweek and recently with the promotion department of the New York Herald Tribune, has joined Donahue & Coe, New York, as an assistant account executive.

TEWELES-RADCLIFF & Assoc. has been formed at 475 Fifth Ave., New York. **LAWRENCE W. TEWELES** previously had been with Jasper, Lynch & Fishel, New York, while **ALAN RADCLIFF** had been with Arthur Meyerhoff Co., Chicago.

PENDLETON, DUDLEY & Assoc., New York, has announced the formation of a partnership and a change in name to Dudley, Anderson & Yutzy. **GEORGE ANDERSON** and **THOMAS YUTZY**, former associates of the agency, are the new partners.

DOHERTY, CLIFFORD & SHENFIELD, New York, has instituted an employe profit-sharing plan to include all full time employes over age of 30 who have been with the firm for a year or more. Plan is based on annual earnings and provides for accumulation and investment of funds under trusteeship for the benefit of each participant.

MARY MASON, former director of women's activities at WRC Washington, has been named radio director of Claire Drew Forbes Tri-County Adv., Santa Barbara, Calif.

ALLAN ROOD, executive of McGraw-Hill Publishing Co., New York, and recently branch manager in charge of company's operations in New England area, has joined Horton-Noyes Co., Providence, R. I., as marketing director.

FRANK A. KEARNEY, former account executive with Dancer-Fitzgerald-Sample, and **J. J. DICKELY**, member of the creative staff of Ted Bates Inc., have joined W. Earl Bothwell Inc., New York. Staff additions follow switch of Bothwell office from 101 Park Ave. to larger quarters at 270 Park Ave.

MURRAY HIRSCH and **HARRY C. WATERSTON**, partners of Ray-Hirsch & Waterston, New York, have dissolved that partnership to form separate companies. Ray-Hirsch Co. will have offices at 7 E. 42nd St. and Waterston Co. at 241 W. 23rd St.

HARRY K. KRAUCH, account executive of Milton Weinberg Adv., Los Angeles, and **NANCY ADAMS**, receptionist, were married in Las Vegas, Nev., Dec. 28.

CHARLES HOGEN, vice president in charge of service, N. W. Ayer & Son, Hollywood, was principal speaker at first formal meeting Jan. 6 of newly formed Hollywood Advertising Club.

MARY LOU GORDON, former copy chief of Lockwood-Shackelford Adv., Los Angeles, has joined Dunn-Fenwick & Co., that city, as account executive.

CLINTON CAMPBELL, Navy discharged after four years, has joined Barton A. Stebbins Adv., Los Angeles, as production assistant. **LOUISE LUDKE**, media buyer, has resigned from agency.

ABBOTT KIMBALL, president of Abbott Kimball Co., New York, is in Los Angeles for conferences with firm's executives. Mr. Kimball has been appointed treasurer of Cancer Foundation of America.

FRANK A. KASALA has established his own advertising and public relations agency at 1505 N. Western Ave., Hollywood. Telephone is Hillside 2530.

SHOWALTER LYNCH, president of Showalter Lynch Adv., Portland, Ore., has been in Hollywood conferring with network and station executives.

LESLIE ORINS, separated from Army as major, has joined Lockwood-Shackelford Adv., Hollywood, as account executive.

ERWIN SWANN, with Buchanan & Co., New York, on a consulting basis, joins Biow Co., New York, in an executive capacity.

BERNARD M. RYAN, production manager of Benton & Bowles, New York, has been appointed traffic manager. **WALTER J. BODT** succeeds Mr. Ryan as the production manager.

GEORGE O. LOGAN, formerly in the copy department at O. S. Tyson Co., New York, has joined G. M. Basford Co., New York, as an account executive.

HERB RINGGOLD, radio director of Philip Klein Adv., Philadelphia, and Evelyn Sager of the Ladies Home Companion have announced their engagement. They are to be married Jan. 30.

ALBERT S. HECHT, formerly with General Outdoor Adv., has joined Kuttner & Kuttner, Chicago, as account executive.

GENE GACH, formerly on publicity staff at Lockheed Aircraft Corp., Burbank, Calif., has joined Hugo Scheibner Adv., Los Angeles, as publicity director.

MARVIN TAUB, advertising manager of Radio Receptor Co., New York, has resigned to join Shaw Assoc., that city, as vice president in charge of new business.

HIRAM H. THOMPSON Jr., has been appointed production manager of Charles L. Rumrill & Co., Rochester, N. Y. AAF veteran, Mr. Thompson has been production manager of the Los Angeles office of Abbott Kimball Co.

Interest in WGAF Sale Is Given FCC Approval

SALE of Horace Hall's 25% interest in WAGF Dothan, Ala. (1400 kc, 250 w) to his three partners for $25,000 and one-fourth of cash assets ($54,698 on Oct. 31) was approved by FCC on Dec. 31 and announced last Wednesday.

The purchasers, each of whom will have 33⅓% stock interest, are John T. Hubbard, WAGF program director; Fred C. Moseley, commercial manager, and Julian C. Smith, in charge of accounting. In addition, all have general supervisory duties at the station.

Mr. Hall, retiring partner, is editor and publisher of the daily *Dothan Eagle*.

Palmer Staff

LATEST ADDITIONS to the staff of the Fred A. Palmer Co. course in radio selling at Cincinnati [BROADCASTING, Jan. 6] are: U. A. Latham, WKRC sales manager; George H. Moore, WCKY sales manager; Neil Smith, WLW acting general sales manager; John P. Smith, WCPO station director; Robert Prigge, WSAI sales staff. Invitations have also been issued to Harry Hoessly, WHKC business manager, and Gilmore Nunn, president of the Nunn Stations, Lexington, Ky.

ALLIED ARTS

ROY LANGHAM, former assistant to the director of programming of CBS, has been named executive national secretary of the Radio Writers Guild, effective Jan. 13. Post has been open for a number of months since resignation of **DOROTHY BRYANT**. **MICHAEL DAVIDSON** will continue as secretary of RWG's eastern division.

RICHARD L. SCHEIDKER, executive in charge of creative and promotional activities for American Assn. of Advertising Agencies, has been named assistant executive secretary of the association.

JOSEPH GERL, president of Sonora Radio and Television Corp., Jan. 13 addressed a group of California radio manufacturers at a luncheon meeting at the Ambassador Hotel in Los Angeles. His topic was "The Growth of the Pacific Coast as a Radio Manufacturing Center."

JOHN S. MILLS, former general sales manager of Tele-Tone Radio Corp., New York, has been elected vice president in charge of sales and advertising of the firm. Before joining Tele-Tone in 1944 Mr. Mills was with Emerson Radio Corp., New York.

JOHN AINSWORTH SALISBURY, with WMIN St. Paul as program director since release from the Army, has joined the faculty of National Academy of Broadcasting, Washington. He will teach script writing and production.

DICK LINKE, who for two years has been director of publicity for the NBC "Chesterfield Supper Club," for Newell-Emmett Co., New York, is organizing his own radio publicity company.

MICHAEL AMRINE, former public relations director and publications editor of the Federation of American Scientists, Washington, has joined The Advertising Council, New York, as director of public relations. He succeeds **IRWIN ROBINSON**, who is now with his own public relations agency, Tracy-Robinson. Mr. Robinson will continue as a volunteer consultant for the council.

STANFORD ZUCKER AGENCY, New York, is now known as International Artists Corp., due to expanded activities of the organization. **STAN ZUCKER** continues as president. **MORREY DAVIDSON**, associated with Mr. Zucker since 1935, is in charge of radio and recording activities. His assistant is **PHILIP CASTLE**, recently discharged from the Army. New firm expects to open offices in Chicago and Hollywood.

MILT ROSENER has joined Mack Millar, Hollywood publicity office.

CAPT. GORDON W. KNAPP, chief of editorial section of AFRS, is the father of a boy.

HELEN LETOURNEAU, formerly of Script Magazine, has joined Mal Boyd Radio-Film Liaison, Hollywood.

TECHNICAL

HUGO A. BONDY, former field engineer with Westinghouse Co., has been named chief engineer at WGBS Miami. **WILLIAM NEEDS**, chief engineer at WFTL Lauderdale, has joined WGBS as studio control supervisor.

H. WAYNE FERNYHOUGH has been appointed chief engineer of KTYL Mesa, Ariz., and presently is supervising nightly equipment tests for new station being conducted on 1490 kc. He has been in Arizona radio for seven years.

CLAUDE F. FULK, recently discharged from armed forces and formerly with WFBM Indianapolis, has joined engineering department of WOAI-FM San Antonio.

FRANCIS A. NELSON, transmitter engineer for KOA Denver since it began operation 22 years ago, is resigning to pursue his Masonic interests and hobbies. Mr. Nelson obtained his first commercial license in 1912 and was an operator for Marconi Wireless Co. He helped install radio equipment of KOA before it went on the air in 1924. **GLEN R. GLASSCOCK**, master control engineer at KOA, is replacing **JOSEPH ROHRER**, resigned, as assistant control room supervisor. **W. STAN NEAL Jr.**, former studio engineer, has been named master control engineer.

Mr. Nelson

L. B. WILSON, chief engineer at WCKY Cincinnati, is recovering from an operation and expects to return soon to his duties.

DR. GEORGE C. KUCZYNSKI, formerly a special instructor in the application of quantum mechanics to the electron theory of metals at the Massachusetts Institute of Technology, has been appointed to the research staff of the Sylvania Metallurgical Lab., Bayside N. Y. **STROMBERG-CARLSON Co.** is distributing to dealers a new external dipole FM antenna called the Dyna-Tenna, designed for use both on the 44-50 mc and the 88-108 mc bands. **LEO GRANGER**, company's service manager, said the DynaTenna is adjustable and may be peaked to the particular frequency of any individual station for maximum response while maintaining practically flat overall response throughout both FM bands. Flexible construction permits vertical as well as horizontal polarization.

SYLVANIA ELECTRIC PRODUCTS, Bayside, N. Y., has announced development by its metallurgical laboratories of new test instrument for accurate detection of longitudinal fissures or cracks in fine wires. New instrument permits all tungsten wire for lamp and radio tube production to be subjected to a rigid physical test which will accurately reveal faults in crystal structure. **D. W. WHITE**, member of laboratory staff, was primarily responsible in establishment of operating principles and development of new tester.

WILLIAM G. H. FINCH, president of Finch Telecommunications, has been granted U. S. Patent 2,413,962 covering a new refinement in facsimile recording. Device is said to improve both the quality and uniformity of facsimile reception and is a spring loaded, self compensating printer bar for use in recorders employing a rotating helical contact to distribute the received signal to appropriate portions of the sensitized paper.

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Jan. 3 Decisions . . .

BY COMMISSION EN BANC

FM—Conditional Grant

Capital Bcstg. Co., Greensboro, N. C.—Authorized conditional grant for a Class B FM station, subject to further review and approval of engineering details.

FM—Conditional Grant

Ohio-Mich. Bcstg. Corp., Toledo, Ohio—Granted petition for leave to amend application for Class B FM station so as to show weekly program analysis for the first year of FM operation; accepted amendment and ordered application removed from hearing docket and granted conditionally for Class B station subject to further review and approval of engineering details.

FM CPs Authorized

The following were authorized CPs; conditions (Note: power given is effective radiated power; antenna height given is height above average terrain):

The Colony Bcstg. Corp., New Haven, Conn.—Class B; channel: 100.5 mc (No. 263); 20 kw; 500 feet.

Federated Publications Inc., Battle Creek, Mich.—Class B; channel: 102.1 mc (No. 271); 20 kw; 500 feet.

Leonard A. Versluis, Grand Rapids, Mich.—Class B; channel: 93.9 mc (No. 230); 54 kw; 275 feet.*

Oneonta Star Inc., Oneonta, N. Y.—Class B; channel: 95.3 mc (No. 237); 4.2 kw; 800 feet.

*In lieu of previous conditions.

ACTIONS OF THE FCC

JANUARY 3 TO JANUARY 9

Northwestern Ohio Bcstg. Corp., Lima, Ohio—Class B; channel: 96.3 mc (No. 242); 20 kw; 500 feet.

Jay R. David, Tiffin, Ohio—Class A; channel: 104.3 mc (No. 282); 450 w; 120 feet.

WKBN Bcstg. Corp., Youngstown, Ohio—Class B; channel: 98.9 mc (No. 255); 19 kw; 525 feet.

WJAC Johnstown, Pa.—Class B; channel: 99.5 mc (No. 258); 2.2 kw; 1060 feet.

Philip Weiss Music Co., Rutland, Vt.—Class A; channel: 104.3 mc (No. 282); 280 w; minus 600 feet.

AM—1450 kc

Portland Bcstg. System, Bangor, Me.—Granted CP for new station on 1450 kc, 250 w, unlimited time; engineering conditions.

AM—1240 kc

Southeastern Bcstg. Co., Somerset, Ky.—Granted CP for new station on 1240 kc, 250 w, unlimited time; engineering conditions.

AM—1090 kc

Waterloo Bcstg. Co., Waterloo, Iowa—Granted CP for new station on 1090 kc, 1 kw, daytime.

AM—Petition Denied

KXRO Aberdeen, Wash.—Adopted memorandum opinion and order denying petition requesting reinstatement of its application and that an amendment specifying a new frequency be accepted for filing.

AM—Petition Denied

WHK Cleveland, Ohio—Denied petition requesting leave to intervene in the hearing on applications of Capital Radio and Heart of Ohio, Columbus.

AM—1470 kc

The Silver City Crystal Co., Meriden, Conn.—Granted CP for new station on 1470 kc, 1 kw, daytime only.

AM—Petition Denied

WKAT Miami Beach, Fla.—Adopted decision and order denying petition for reconsideration of Commission's action of Nov. 7, denying his petition requesting application of Biscayne Bcstg. Co., Miami Beach, be placed in pending files or dismissed without prejudice until after conclusion of clear channel hearing; or in alternative that petitioner's application be reinstated and designated for hearing in consolidated proceeding with Biscayne application.

AM—Application Denied

KSIB Creston, Iowa—Denied application for special service authorization to permit operation from 6 a.m. (CST) to local sunrise from Nov. 1, 1946 to March 31, 1947, inclusive.

AM—Oral Argument

Elgin Bcstg. Co., Elgin, Ill.—Ordered that oral argument be held before Commission en banc at 10 a.m., Jan. 15, in re proposed decision B-299, involving applications of Elgin Bcstg. Co. and four other applicants.

AM—Oral Argument

Radio Wisconsin Inc., Madison, Wis.—Ordered that oral argument be held before the Commission en banc at 10 a.m. January 15, in re application of Radio Wisconsin, and Edwin Mead, Rockford, Ill.

AM—Oral Argument

Radio Wisconsin Inc., Madison, Wis.—Designated for oral argument to be held on Jan. 15, petition of Radio Wisconsin for leave to amend its application so as to specify 5 kw daytime instead of 1 kw daytime as presently requested in said application. Also designated for oral argument its petition requesting Commission to consolidate for oral argument and final decision the applications of Radio Wisconsin, Edwin Mead, and the applications of Elgin Bcstg. Co., et al, said oral argument to be held Jan. 15.

AM—Oral Argument

Beloit Bcstg. Co., Beloit, Wis.—Designated for oral argument its petition for reconsideration of Commission's proposed decision of Oct. 30, 1946, in which grant of application of Edwin Mead, Rockford, Ill., is proposed and denial of application of Radio Wisconsin.

AM—Petition Denied

Atlantic City Bcstg. Corp., Atlantic City, N. J.—Denied petition requesting that application of Mid-Atlantic Bcstg. Co. for CP be designated for hearing in consolidated proceeding with its application and that of Seaside Bcstg. Co. Application of Mid-Atlantic Bcstg. Co. for new station in Atlantic City, N. J., on 1340 kc, 250 w, unlimited time, was granted.

AM—710 kc

Kentucky Lake Bcstg. System, Paris, Tenn.—Granted petition for reconsideration, directed against Commission's action of Oct. 10, 1946, designating for hearing in consolidated proceeding its application for CP; set aside memorandum opinion of Oct. 10 consolidating these applications, and granted application of Kentucky Lake Bcstg. System for new station on 710 kc, 250 w, daytime only. Commission on its own motion ordered that consolidated hearings on the remaining applications heretofore designated for hearing upon issues adopted Sept. 19, 1946, be scheduled as follows: Paris Bcstg. Co. to be heard at Paris, Tenn., Jan. 22; James A. Dick, et al, d/b as Paris Bcstg. Co., to be heard at Paris, Tenn., Jan. 23, and application of Murray Bcstg. Co. to be heard at Murray, Ky., Jan. 24.

AM—Petition Denied

WBAL Baltimore—Adopted memorandum opinion denying petition for reconsideration of Commission action of Nov. 20, 1946, designating WBAL's renewal application for hearing in consolidation with application of Public Service Radio Corp. Ordered further that consolidated hearing now scheduled for Jan. 13 in this proceeding be continued to Feb. 24.

Memorandum Opinion

Public Service Radio Corp., Baltimore—Adopted memorandum opinion that all competent evidence concerning past or future operation of WBAL and proposed operation of Public Radio Service Corp. is relevant in a comparative hearing involving application of an existing station for renewal of license, and application of another person requesting facilities of existing station.

Designated for Hearing

John J. Dempsey, Albuquerque, N. M.—Designated for hearing petition of former Governor Dempsey alleging that KOB Albuquerque carried series of weekly broadcasts containing false, defamatory and indecent statements about the Governor and other state officials; that broadcasts violated Sec. 317 of the Commications Act, since sponsor was not properly identified; and that broadcasts constituted expression of editorial opinion by licensee, Albuquerque Bcstg. Co., which editorial opinion is identical with that expressed by newspaper owned by licensee's principal stockholder.

AM—License Renewed

WIBG Philadelphia, Pa.—Granted petition for reconsideration; action of Commission of Sept. 20, 1946, designating renewal application for hearing was set aside, and license of WIBG renewed on regular basis.

AM—920 kc

Lee-Smith Bcstg. Co., Faribault, Minn. and Associated Broadcasters, Wadena, Minn.—Designated for consolidated hearing application of Lee-Smith Bcstg. Co. and application of Associated Broadcasters, both requesting new station on 920 kc, 1 kw, unlimited, using directional antennas at Faribault and Wadena, respectively.

AM—940 kc

Tytex Bcstg. Co., Tyler, Tex.—Designated for hearing application for new station on 940 kc, 250 w, daytime, in consolidated proceeding with applications of Blackstone Bcstg. Co. and Rose Capitol Bcstg. Co., requesting same facilities in Tyler, and ordered that order of Dec. 19 designating latter two be amended to include Tytex application.

AM—1070 kc

Southland Bcstg. Corp., North Miami Beach, Fla.; Peninsular Bcstg. Corp., Coral Gables, Fla.—Designated for hearing in consolidated proceeding application of Southland Bcstg. Corp. for new station on 1070 kc, 250 w, daytime only, and application of Pensinsular Bcstg. Corp. on 1070 kc, 1 kw, daytime only.

AM—630 kc

Lester Lee May, San Antonio, Tex.—Granted petition of May requesting that his application be set for hearing with application of KMAC for CP, and ordered that application requesting new station on 630 kc, 5 kw, unlimited, be designated for hearing in consolidated proceeding with application of KMAC for renewal of license and for CP, and the order of Nov. 29 designating KMAC's applications be amended to include the Lester Lee May application.

AM—970 kc

WMMJ Peoria, Ill.—Designated for hearing application of WMMJ to change frequency and power from 1020 kc, 1 kw day, to 970 kc, 1 kw day and night, and

(*Continued on page 58*)

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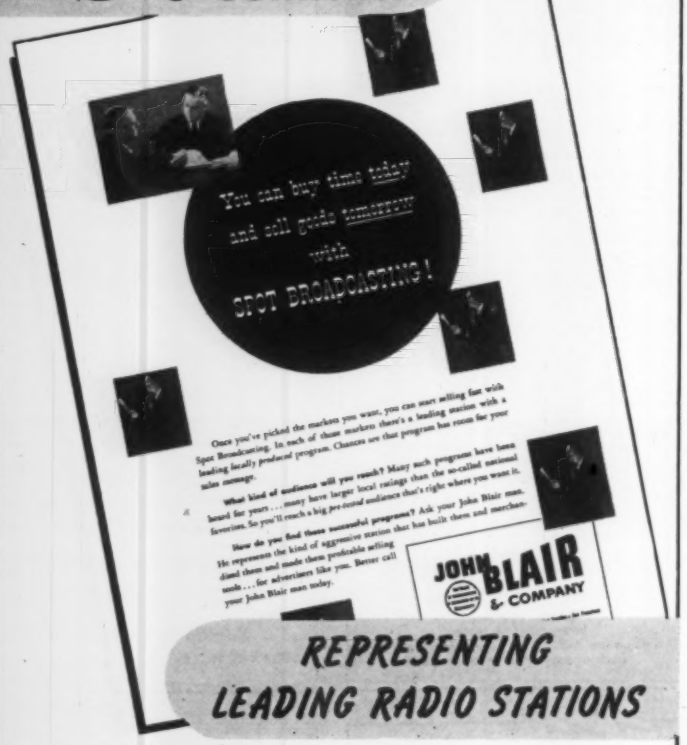

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Printers' Ink

News

JEREMIAH HALLAS, press secretary to Gov. Wilbert Snow and former Gov. Raymond E. Baldwin, Connecticut, has been appointed state political commentator and legislative correspondent of WTIC Hartford, Conn. He started Jan. 10 a Friday evening broadcast of legislative and capitol news. Mr. Hallas formerly had covered for INS.

BOB EDGE, television sports director of WCBS-TV New York, flew to Havana Jan. 7 with officials of the Brooklyn Dodgers to get acquainted with the team's spring training headquarters.

LEROY EDWIN STRUBLE, formerly with UP and currently writing continuity for KOY Phoenix, has been assigned to Arizona Network newsroom at KOY replacing **ED JANNEY,** who joins sales force.

WILLIAM HAMILTON, Chicago freelance newscaster, is the father of a boy, William Jr., born Jan. 1.

CHARLES A. BELL, recently separated from Army as sergeant, is co-announcer on weekly boxing broadcasts on KFOX Long Beach, Calif., sponsored by Douglas Oil Co.

ROBERT WILSON, former field secretary of Los Angeles County Farm Bureau, has joined CBS Hollywood newsroom as farm editor replacing **PETER ROBECK** who will devote full time to duties as assistant director of public affairs.

WILLIAM DOWDELL, INS radio representative, is recovering from a broken ankle suffered in Cleveland when he slipped on ice. He has been in St. Luke's Hospital.

WILLIAM R. DAY, director of news and special events at KOA Denver and recently discharged from Army, is teaching a class in radio news writing at U. of Colorado, Boulder.

W. W. CHAPLIN, NBC commentator; **IRENE HUHN,** NBC assistant director of information, and **HENRY J. TAYLOR,** MBS commentator, are contributors to the overseas Press Club Collection of heretofore unpublished reports on the war and postwar years, "Deadline Delayed," which will be published March 4 by E. P. Dutton & Co., New York.

BILL CAMPBELL, sports director of WCAU Philadelphia, and **JO DEE,** secretary to **BENEDICT GIMBEL Jr.,** president of WIP Philadelphia, have announced their engagement.

PAUL NEILSON, reporter and news analyst formerly with WBBM Chicago, has joined WGN Chicago newsroom. Mr. Neilson will write and announce two daily news shows, 4 p.m. and 10:30 p.m. Mr. Neilson replaces **WILLIAM C. NEEDHAM,** who resigned to become manager of WTBF Troy, Ala.

WILLIAM R. PARR has been added to news staff of WTOC Savannah, Ga. He is Navy veteran.

WFNC Fayetteville, N. C., has formed a station news bureau to prepare material for two daily newscasts on local, county and state affairs. **MARJORIE JORDAN** reports and edits city and country news while **ANN DAWSON** handles state reports.

LOUIS AIKEN, newscaster of WINX Washington, is the father of a girl, Sandra Nora, born Dec. 28.

WGKV Charleston, W. Va., has established line between station and Gov. Clarence W. Meadows' private office in Capitol which includes permanent remote equipment and desk microphone. While lines terminate in control room of WGKV, use of lines and equipment is available from that point to any other station or network. Similar equipment is being set up in the executive study of the Governor's mansion.

BILL WEAVER, sports editor of WDAY Fargo, N. D., and **JIM BACCUS,** station's news editor, narrowly escaped injuries in an auto accident last week while returning to Fargo from a basketball broadcast in a nearby town. Their car slid sideways off the very icy road, struck a culvert and overturned. Mr. Weaver, who was driving, found himself thrown into the rear seat while Mr. Baccus landed beneath the dash. The car came to rest in a snowbank atop a pile of railroad ties, jamming the doors and making escape difficult.

JAMES ROOSEVELT, following election hiatus, has resumed Saturday commentaries on KLAC Hollywood.

HENRY La COSSITT, former editor of Collier's magazine, will be heard on MBS in a series of daily reports to be known as "The Editor's Diary" beginning Jan. 13, Mon. through Fri. 9-9:15 a.m.

CAREY CRONAN, former special events director of WNHC New Haven, has been appointed executive secretary to Congressman-Elect Ellsworth P. Foote of Connecticut.

LEE OTIS, CBS news editor, is the father of a boy born Jan. 2.

Hearing Postponed

BLUE BOOK HEARING for KMAC San Antonio's renewal application, called for programming reasons, was postponed from Jan. 8 to March 5 on petition of KMAC, the FCC announced last week. The hearing is still slated to be held at San Antonio. At the same time the Commission moved the hearing place for the KONO San Antonio renewal application, also on program issues, from Washington back to San Antonio, to be held March 3.

Alan Crockett

ALAN CROCKETT, 31, of the *Prairie Ramblers,* rural act on WLS Chicago, died Jan. 5, after firing a bullet from a 22-calibre target pistol into his head, according to police. Mr. Crockett's wife, Mattie, said the couple were visiting friends when the shooting occurred.

Anderson Now VP

FREDERICK ANDERSON, account executive of Compton Adv., New York, has been elected a vice president of that organization in addition to his present duties. With Compton since 1941, he formerly had been with Alley & Richards.

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

PROMOTION

RUTH MASON, for six years in eastern radio and television writing, producing and directing, has joined WTAG Worcester, Mass. She becomes advisor to the WTAG Radio Club, organization designed to provide increased education in radio for young people of central New England [BROADCASTING, Nov. 18].

MARY O'MALLEY, editor of Food Fair Magazine for WEEI Boston, has resigned to join Atlantic Monthly, that city, as assistant to advertising manager.

SAM ELBER, assistant director of promotion and publicity of WIP Philadelphia, is the father of a boy.

JIMMY KING of WIBC Indianapolis promotion department is the father of a boy born Dec. 23.

GEORGE HOWARD ALLEN, former secretary and general manager of CAB and previously with WOR New York as assistant director of promotion and research, has been named promotion manager of New York Herald Tribune, succeeding Elsa Lang, who resigns Feb. 1. Mr. Allen is a director and former president of New York chapter of American Marketing Assn.

Mr. Allen

ROBERT J. WADE, NBC television art director, Jan. 3 became the father of a boy, Robert J.

DICK BLAKE, copy writer of NBC advertising and promotion department, New York, has been in Hollywood for week conferring with **ROBERT McANDREWS,** network West Coast advertising and promotion manager.

AFA Promotion Kit

THE Advertising Federation of America, in campaign to promote public understanding of advertising, has sent out promotion kits to advertising clubs throughout the country using theme "Advertising, by selling more goods, makes your job more secure." In cities where there are no advertising clubs, the campaign will be handled directly by the federation. Produced by a committee under the chairmanship of Ralph Smith, executive vice president and general manager of Duane Jones Co., New York, the material sent out to radio stations includes scripts for 9 to 60 second spots, participation program spots, scripts for live announcements and hitch-hikes for local and national advertisers.

Sponsored Promotion

SPONSORED promotion material, that's the latest conceived by WINX and WINX-FM Washington. The elaborate booklet published monthly by the station, presenting program features and schedules now pays for itself through several full page advertisements for radios and allied goods and services. Promoting the fine music programming presented by WINX and WINX-FM, the booklet divides schedule into various music classifications as well as daily breakdown. Glossary of composers, artists and titles is included in addition to table of contents. The 32-page booklet is distributed to 18,000 listeners in Washington area.

Promotion Tie-Up

SEARCH was conducted Jan. 3-11 for America's most perfect marriage in a letter writing contest on the "Hollywood Jackpot" show on CBS featuring Kenny Delmar. A tie-up was made between Paramount (producer of "The Perfect Marriage" movie starring Loretta Young and David Niven), Dancer-Fitzgerald-Sample, agency for the show, and Kenny Delmar for exploitation of the contest and the picture by jewelers in cities where the picture will play and where the program is heard. Diamond rings will be awarded for best letter.

Slogan Campaign

USING the slogan, "Remember—you heard it on WOR," the New York station Jan. 7 began an intensive promotion campaign using the slogan in station breaks associating it with the preceding program. Newspaper advertisements and car cards also are being used.

Stanton Statement

STATEMENT on color television by CBS President Frank Stanton, made before the FCC Dec. 9, has been printed as a booklet titled "Color Television—the Way Ahead" by CBS promotion department. Copies are being sent to educators, advertisers and agencies. The booklet opens with a one-page foreword in which the network's color television activities since the fall of 1945 are briefly traced.

Reprint by CBC

CBC has issued reprints of an article on the CBC international shortwave service which appeared in the November issue of the Canadian Geographical Journal. Article is by Stuart Griffiths, supervisor of European foreign language programs of the service, and deals with history and operation of the service.

Contest Response

A TOTAL of 298,694 young listeners of the ABC programs "Terry and the Pirates," "Sky King," "Jack Armstrong," and "Tennessee Jed" submitted answers to the question "Which program I prefer" during ABC's children's program contest. Competition to youngsters of 16 or under with 1000 prizes going for the best answers in 50 words or less. Winners will be announced during week of Jan. 13 with such prizes as cameras, tennis racquets, radios, watches etc. being distributed.

KTRN Presentation

THE 14-page section of the Dec. 22 issue of the Wichita Falls (Tex.) Daily Times, introducing the paper's new FM outlet, KTRN that city, is being distributed as part of KTRN promotion presentation. Program schedule is included.

Promotion on Passes

STREET CAR and bus passes are being used by Public Service Co. of St. Louis to publicize its new program "Frank Doyle and the Six O'Clock News," heard Monday through Saturday on KWK that city. Over 215,000 of these passes were distributed during week of Jan. 5 through Jan. 11. Firm operates public transportation system.

Essay Contest

SOIL-CONSERVATION essay contest among trade and high school students in central Indiana is being conducted by WIBC Indianapolis and its parent organization, the Indianapolis News. Prizes totalling more than $2,100 will be awarded to students submitting best essays. Contest began Jan. 1 and will continue through mid-April, when Gov. Ralph Gates of Indiana is to proclaim Soil Conservation Week.

WBAL Preview

PREVIEW of things to come at WBAL Baltimore in way of new studios, programs and television is given in letter addressed last week to the trade. Architect's sketch of new home for WBAL is included in addition to drawing depicting new auditorium studio.

Picture Folder

FOUR page picture folder has been prepared by KMYR Denver to illustrate public service activities of the station during recent storm, said to be worst in 33 years.

WFLM Flint, Mich., originally scheduled to join NBC Jan. 1, has postponed its affiliation with the network until Feb. 1 because of construction difficulties.

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

FCC Actions

(Continued from page 54)

Decisions Cont.:

hours of operation from daytime to unlimited, install a DA for day and night use, in consolidated proceeding with application of Radio Peoria for new station on 970 kc, 1 kw, unlimited, DA; ordered that Commission's order of May 24, 1946, designating Radio Peoria application for hearing be amended to include application of WMMJ; that issue No. 1 of the Commission's order of May 24 deleted by Commission's order of Dec. 19, 1946 be reinstated in said May 24 order. Further ordered that said hearing commence Jan. 10 at Washington.

KBYE Oklahoma City—Granted modification of CP for new station, for approval of antenna, to make changes in transmitting equipment, and for approval of transmitter and studio locations.

KWSL Lake Charles, La.—Granted modification of CP for new station, for approval of antenna and approval of transmitter and studio locations at 1020 Front St.

KVLF Alpine, Tex.—Granted modification of CP for new station, to make changes in antenna, to change type of transmitter and to change studio location to Holland Hotel, Alpine.

KFAC Los Angeles—Granted modification of CP for new station, for extension of completion date to 7-15-47.

KOAM Pittsburg, Kan.—Granted modification of CP for extension of completion date to 5-1-47.

KSWO Lawton, Okla.—Granted modification of CP for extension of completion date to 3-16-47.

KRGH Borger, Tex.—Granted modification of CP for new station, to change type of transmitter.

WKNA Charleston, W. Va.—Granted modification of CP for new station, for extension of completion date to 1-20-47.

WDEF Chattanooga, Tenn.—Granted modification of CP for extension of completion date to 2-10-47.

WMMJ Peoria, Ill.—Granted modification of CP for new station, to change type of transmitter and make changes in vertical antenna.

FCC Correction

In Decisions for Dec. 26 effective radiated power for FM station of WAVE Louisville, Ky., should be 280 kw instead of 28 kw.

Jan. 6 Decisions . . .

BY THE SECRETARY

WWPF Palatka, Fla.—Granted modification of CP for new station, for approval of antenna, to change type of transmitter, approval of transmitter location and to specify studio location as 105½ N. 2d St.

WPTZ Philadelphia—Granted CP to install new antenna system.

WCYA York, Pa.—Granted modification of CP for new FM station, to make changes in antenna system.

WHVA Poughkeepsie, N. Y.—Granted modification of CP for new FM station, to change transmitter site and make changes in antenna system.

KYW-FM Philadelphia—Granted CP to specify frequency as channel 262, 100.3 mc; change type of transmitter; specify effective radiated power as 20 kw and antenna height as 500 feet, and make changes in antenna system.

WILX Wilkesboro, N. C.—Granted modification of CP for new station, to change type of transmitter.

KTIP Porterville, Calif.—Granted modification of CP for new station, to change type of transmitter; conditions.

WCTC New Brunswick, N. J.—Granted modification of CP for new station, to change type of transmitter.

KQV Pittsburgh—Granted modification of CP for extension of completion date to 4-6-47.

BY THE COMMISSION

WTOL Toledo—Ordered that consolidated hearing on applications of WTOL for renewal of license and for new FM station presently scheduled for Jan. 9 at Toledo, be transferred to Washington, to be held on Jan. 13; and further designating Commissioner Walker as presiding officer.

Don Lee Bcstg. System, San Francisco—Ordered that application for new FM station be severed from consolidated hearing with application of KROW for class B FM station in San Francisco; further ordered that Don Lee application be consolidated with renewal applications of Don Lee on issues specified in Commission order of Dec. 5, 1946, with respect to said renewal and CP applications, said hearing to commence at Los Angeles on Jan. 14.

BY COMMISSIONER WALKER

Ft. Wayne Bcstg., Fort Wayne, Ind.—Granted petition for extension of time within which to file modification of CP in re FM application and extended time to and including Jan. 29.

Nonpareil Bcstg. Co., Council Bluffs, Iowa—Ordered that application for CP be removed from hearing docket.

Hillsdale Bcstg. Co., Hillsdale, Mich.—Granted petition for waiver of rules and accepted petitioner's written appearance in re application for CP.

Radio Americas Corp., San Juan, P. R.—Dismissed as moot petition requesting that record in consolidated hearing held on its application and that of Antilles Bcstg. System be corrected to show receipt and admission into evidence of Exhibit 25.

KGRG Cedar Rapids, Iowa—Granted petition for leave to intervene in hearing on application of WARC Inc. for CP.

The Central Conn. Bcstg. Co., New Britain, Conn.—Granted petition for leave to amend its application to show stock subscription held by J. Lawrence Shields et al. Amendment was accepted and record consolidated proceeding reopened for purpose of receiving amendment into record.

George Dyson Jr., d/b as The Alton Bcstg. Co., Alton, Ill.—Granted petition requesting reinstatement of application for CP and acceptance of amendment to show new balance sheet for George Dyson Jr.; to specify 1410 kc with 1 kw daytime only in lieu of 1300 kc 1 kw daytime only with revised engineering data reflecting such change. Application was reinstated, amendment accepted and application as amended removed from hearing docket.

Piedmont Bcstg. Co., Greenville, S. C.—Dismissed as moot petition requesting that Commission designate Greenville, S. C., as place for consolidated hearing to be held on its application and that of Harold H. Thoms, et al.

Grosse Point Bcstg. Corp., Grosse Point, Mich.—Granted petition for waiver of rules and accepted petitioner's written appearance in re application for CP.

Springfield Bcstg. Co., Springfield, Mass.—Granted petition for leave to amend its application for FM station to submit new balance sheet for partnership; show revised program plans, etc.

KFDM Beaumont, Tex.—Granted petition for continuance of hearing on its application presently scheduled Jan. 6 and continued same to Feb. 27.

WTOL Toledo—Ordered that hearing presently scheduled Jan. 13 at Washington, be advanced to Jan. 10 in re applications of WTOL for renewal of license and for a new FM station.

KROC Rochester, Minn.—Granted petition for leave to intervene in hearing on applications of Eau Claire-Chippewa Bcstg. Co. and WBIZ Inc.

KMED Medford, Ore.—Granted authority to take depositions in re its application for assignment of license of KMED, scheduled for hearing on Jan. 23 at Medford.

Texoma Bcstg. Co., Wichita Falls, Tex.—Granted petition for leave to amend

FOCUS ON THE MARKET

WSGN can cover your market whether it's in Birmingham or surrounding cities. Even in Tuscaloosa, 59 miles away, WSGN reaches 19.5% of the potential audience from 8 a.m. to 6 p.m. So, when you need Alabama coverage—with strong promotion to back your product—WSGN is your best buy!

ALABAMA'S BEST BUY FAR!

WSGN

THE NEWS - AGE - HERALD STATION

BIRMINGHAM 2, ALABAMA
Represented Nationally By Headley-Reed

PHILADELPHIA'S No. 1 *Independent*

10,000 Watts WIBG

REPRESENTED: Nationally by Adam J. Young, Inc. In New York by Joseph Lang, 31 W. 47th Street

FCC Orders Color Exhibits for Record

Sessions Ordered in New York, Princeton and Washington

PUBLIC demonstration of color television as developed by CBS, Du Mont and RCA was scheduled Thursday by the FCC as part of the proceedings in the petition of CBS for revision of FCC rules and standards to permit commercial color television.

The Commission announced a schedule of demonstrations Jan. 27-29, following its late December request that CBS show its color system for the record [BROADCASTING, Dec. 30].

CBS and Du Mont are to demonstrate their color developments Jan. 27-28 in Room 1703, U. S. Court House, Foley Square, New York, at 10 a. m. The next day RCA will demonstrate its color system at Princeton, N. J., 10:30 a. m.

Hearings in the color television case, which ran through the week of Dec. 9-13, covered testimony on the sequential or mechanical scanning system of CBS, the RCA simultaneous or electronic system, and views of other electronic interests. Cross-examination of Dr. Peter G. Goldmark of CBS and Ray D. Kell of RCA, principal technical witnesses, was deferred to permit study of their testimony. Du Mont did not present its case at that time.

The FCC's announcement last week specified that hearings will be resumed in Washington Feb. 10, 10 a. m., and will continue until testimony is concluded.

CBS and Du Mont demonstrated their color developments to the FCC at private showings Dec. 16 [BROADCASTING, Dec. 23]. The Jan. 27-29 demonstrations will be open to the public and will become part of the record in the color television hearing.

Deadline Set

DEADLINE of Jan. 31 for submission of entries for the National Radio Awards for 1946 was announced last week by Dr. John Gray Peatman, chairman of the Committee on National Radio Awards for the Third Annual Radio and Business Conference of New York City College School of Business and Civic Administration. Entries should be sent to Doctor Peatman at the City College School of Business, 17 Lexington Ave., New York 10.

2 Outlets Join MBS

TWO 250 W OUTLETS, WPAM Pottsville, Pa. (on 1450 kc) and WJSW Altoona, Pa. (650 kc daytime only) will join MBS within the next month, bringing the network's total number of outlets to 386. WPAM joins Mutual on Jan. 19, WJSW on Feb. 15.

PLANS FOR RADIO'S participation in Boston's Red Cross drive were mapped at meeting in the office of John C. Dowd, advertising executive. Group discussing the plans included (seated l to r): Ed Pella, WORL; Murray Davis, WNAC; Harrison G. Reynolds, campaign chairman; Jim Powers, WNAC, radio chairman; and (standing l to r): Chester Messervey, WBZ; Jack Reilly, WMEX; James Parker, special events chairman; Robert Playfair, president of Robert Playfair & Assoc., publicity director; Larry Flynn, WMEX; Mr. Dowd, head of John C. Dowd Inc., publicity chairman; Fred Bailey, WORL; Ted Steele, WHDH; Ivan Newman, WBMS; Chick Morris, WBZ; Harry Wheeler, WCOP; Frank Hart, radio chairman; Jack Maloy, WCOP; Fred Garrigus, WEEI.

Gross Billing High of $25,933,651 Recorded by MBS; 25.7% Over 1945

NEW HIGH in gross billings in 1946 was reached by Mutual network, $25,933,651, or 25.7% over the $20,637,363 in 1945 [BROADCASTING, Jan. 6]. Monthly billings along with individual sponsor and agency expenditures on the network follow:

MONTHLY SUMMARY

Month	Monthly	Cumulative
January	$2,369,521	$2,369,521
February	2,130,879	4,500,400
March	2,442,141	6,942,541
April	2,244,614	9,187,155
May	2,267,233	11,454,388
June	2,102,569	13,556,957
July	1,821,204	15,378,161
August	1,644,847	17,023,008
September	2,010,615	19,033,623
October	2,373,610	21,407,233
November	2,236,485	23,643,718
December	2,263,484	25,907,202

ADVERTISERS: GROSS BILLINGS 1946

Coca Cola Co.	$2,011,405
Ralston Purina Co.	1,471,133
Bayuk Cigars	1,220,280
Serutan Co.	1,136,564
R. B. Semler	1,047,723
Carter Products	1,042,223
Miles Labs.	1,027,978
Procter & Gamble Co.	1,006,661
Kellogg Co.	957,174
General Motors Corp.	905,788
Whitehall Pharmacal Co.	753,016
Zonite Products Corp.	681,868
Mutual Benefit Health & Accident Assn.	650,361
Pharmaco Inc.	619,401
General Foods Corp.	568,489
American Safety Razor Corp.	531,954
Wander Co.	528,351
Lewis-Howe Co.	494,524
Quaker Oats Co.	481,253
F. W. Fitch Co.	449,883
Revere Copper & Brass	429,170
Conti Products	400,868
Petri Wine Co.	400,145
Helbros Watch Co.	392,979
Barbasol Co.	391,907
Seven-Up Bottling Co.	360,368
Richfield Oil Corp. of N. Y.	344,599
Williamson Candy Co.	343,588
Lutheran Laymen's League	319,354
Stokely Bros. & Co.	297,006
Radio Bible Class	255,115
Gospel Broadcasting Assn. (Eff. 11/3/46 Dr. Fuller Foundations)	245,569
Voice of Prophecy	239,762
Sinclair Refining Co.	234,089
Commercial Credit Co.	220,662
Gillette Safety Razor Co.	211,450
Young People's Church of the Air	207,810
U. S. Army Recruiting Service	199,859
National Economic Council	180,788
Cudahy Packing Co.	169,841
Ronson Art Metal Works	168,258
Hasting Mfg. Co.	160,335
Vick Chemical Co.	157,173
Employer's Group Insurance Co.	147,267
Berkshire Knitting Mills	134,252
Gum Labs.	122,024
Murine Co.	121,659
Adam Hat Stores	114,138
Triangle Publications	112,275
American Transit Assn.	105,867
Carey Salt Co.	103,224
Philco Corp.	93,959
Pepsi Cola Co.	92,339
Delaware, Lackawanna & Western Coal Co.	87,834
Rensie Watch Co.	80,983
Knox Co.	75,453
National Board of Fire Underwriters	68,440
Wesley Radio League	50,097
Bible Institute of Los Angeles	47,743
G. Barr & Co.	47,304
Politicals—Democrats	44,247
Trimount Clothing Co.	43,675
Wilson Sporting Goods Co.	42,543
G. N. Coughlan Mfg. Co.	41,934
All American Football Conference	30,020
American Bird Products	24,904
P. Lorillard & Co.	20,255
Grove Labs.	17,194
Wm. H. Wise & Co.	16,278
Horwitz & Duberman	14,239
Perfect Circle Co.	13,089
Politicals—Republicans	13,020
Lin-X	11,700
Metropolitan Life Insurance Co	9,048
H. C. Cole Milling Co.	7,628
Christmas Club	7,576
National Assn. of Manufacturers	7,158
Coty Inc.	7,019
Mail Pouch Tobacco Co.	5,681
Shipstad & Johnson	5,099
Household Finance Corp.	1,800
I. J. Fox	1,422
Ice Capades	91
TOTAL	$25,907,202

ADVERTISING AGENCIES GROSS BILLINGS 1946

Erwin, Wasey & Co.	$2,329,308
D'Arcy Adv. Co.	2,011,405
Ruthrauff & Ryan	1,188,488
Gardner Adv. Co.	1,471,133
Neal D. Ivey	1,220,280
Ted Bates Inc.	1,042,223
Wade Adv. Agency	1,027,978
Compton Adv.	1,006,661
Kenyon & Eckhardt	957,174
Roy S. Durstine Inc.	941,874
Kudner Agency	905,788
Dancer-Fitzgerald-Sample	753,016
Arthur Meyerhoff & Co.	697,665
Hixson-O'Donnell Adv.	578,688
Benton & Bowles	575,647
Federal Adv. Agency	531,954
Hill Blackett & Co.	528,351
Olian Adv. Co.	494,524
L. W. Ramsey Co.	449,883
Wm. H. Weintraub & Co.	432,513
St. Georges & Keyes	429,170
Young & Rubicam	409,193
Bermingham, Castleman & Pierce	400,868
J. Walter Thompson Co.	367,996
Grant Adv.	364,531
Aubrey, Moore & Wallace	343,588
Gotham Adv. Co.	319,354
Stanley G. Boynton	305,212
Calkins & Holden	297,006
R. H. Alber Co.	245,569
G. C. Hoskin Assoc.	239,762
Roche, Williams & Cleary	222,722
Sheldon, Quick & McElroy	220,662
Maxon Inc.	211,450
N. W. Ayer & Son	199,859
Cecil & Presbrey	168,258
Keeling & Co.	160,335
Morse International	157,173
H. B. Humphrey Co.	147,267
Geyer, Cornell & Newell	134,252
BBDO	123,459
Makelim Assoc.	122,024
LaRoche & Ellis	114,138
Al Paul Lefton Co.	112,275
Owens & Chappell	105,867
McJunkin Advertising Co	103,224
Hutchins Advertising Co	93,959
Newell-Emmett Co.	92,339
Weiss & Geller	80,983
Raymond R. Morgan	75,453
MacFarland-Aveyard & Co.	68,440
Tullis Co.	47,743
Ewell & Thurber Assoc.	42,543
Blaine-Thompson Co.	39,164
Frederick-Clinton Co.	30,020
Weston-Barnett	24,904
Lennen & Mitchell	20,255
Russel M. Seeds Co.	17,194
Huber Hoge & Sons	16,278
Sterling Adv. Co.	14,239
Roger Beane Adv. Agency	13,089
Gahagan, Turnbull Co.	13,020
Henri, Hurst & McDonald	11,700
Brooke, Smith, French & Dorrance	7,576
Direct	7,019
Walker & Downing	5,681
Smith, Bull, McCreery	5,190
Green-Brodie	4,576
Emil Mogul Co.	4,141
Peck Adv. Agency	1,422
Furman-Feiner Co.	507
TOTAL	$25,907,202

Smith Is 'Satisfied' In WGAP Transfer

Letter States Engineer Has No Further Interest

THE LAST COMPLICATION in the previously tangled case involving sale of George Burne Smith's half interest in a permittee company for a new Maryville, Tenn. station (WGAP) appeared to have been removed last week.

Mr. Smith, former engineer of WNOX Knoxville, who once asked the Commission not to approve the application for sale of his interest to George R. Dempster, notified FCC that the sale had been consummated and he is "satisfied" and has "no further interest in the matter."

Mr. Smith's letter accompanied a copy of an agreement by which Mr. Dempster, former Knoxville city manager, exercised his option to buy the half interest for $2,500, of which $500 was paid when the option was signed a year ago. Mr. Dempster is president of Dempster Bros. Inc., construction equipment manufacturers. The remaining 50% interest in the permittee firm, Gateway Broadcasting Co., is owned by V. H. McLean.

When application for Commission consent to the sale was filed [BROADCASTING, April 15], Mr. Smith's withdrawal was attributed to poor health. Later he petitioned FCC to disregard the application. On the final day for competing bids under the Avco Rule, a firm headed by Knoxville Mayor Cas Walker filed an application offering to meet the $2,500 offer of Mr. Dempster, but this application subsequently was withdrawn.

The sale is subject to FCC approval. Whether the Commission will continue with plans for a hearing, now set for April 18, was not known. The company is authorized to operate a station on 1400 kc with 250 w fulltime.

NAB Board

(*Continued from page 15*)

some administration at times, it was said.

Executive decisions which, in the interests of efficient management, should have been promptly executed by the executive officer have been delayed pending consultation with the board.

Acting under the broadened authority granted him by the new resolution, the president now is empowered to exercise sweeping control over the association, guiding himself only by general policy set by the board.

New Responsibilities

Included in the president's new domain of responsibility is the administration of the association's finances. Previously, it was pointed out, the budget adopted by the board was fixed in detail, and little flexibility in transferring funds within the budget was possible after its adoption. The president now is permitted latitude in transferring funds from their original allocations to others through the year as needs arise, providing, of course, the functions for which the funds are spent conform to board policy.

The president also was given the important responsibility of adjusting salaries within the organization, commensurate with budgetary appropriations.

The 1947 budget which was adopted by the board included provisions for salary raises for many NAB executives and employes. In the original budget each salary raise was designated by the name and position of the employe destined to receive it. Board members said, however, that the president's newly expanded powers would permit him to rearrange the salary raises if he so desired.

In adopting the 1947 budget the board of directors appropriated approximately $11,000 for an expanded legislative service designed to provide prompt information on measures pending before the U. S. Congress or state legislatures. Budgetary limitations in the past have prevented adequate accumulation of such information, it was said.

At the same time the board lopped $5,000 off an original recommendation by its finance committee of a $10,417 salary for a director of the NAB FM Department. The reduction was made on the grounds that other departments provided most necessary services to FM members and that a high-salaried executive was not needed for this special job.

Except for the addition of the legislative service allocation and the reduction of the appropriation for an FM director, the board adopted the "A" budget recommended by its finance committee. Board members explained that the adoption of the "A" budget, which is geared to foreseeable 1947 income, was to avoid for the time being at least the problem of increasing the NAB income by increasing NAB membership dues. The board's finance committee had also submitted a "B" budget, totalling approximately $735,000 and contemplating expanded activities.

The board's endorsement of BMB came after J. Harold Ryan, Fort Industry vice president, member of the NAB board and chairman of the BMB board, submitted a report on the state of BMB. The report had been requested by the board during the NAB Chicago convention last October.

Mr. Ryan introduced letters from Frederic R. Gamble, president of the AAAA; Paul B. West, president of the ANA, and the AAAA Radio Timebuyers Committee reaffirming their faith in the value of BMB.

Sales Value

Among specific questions which the NAB board had asked Mr Ryan to answer was one concerning the value of BMB as a sales tool for use with local and regional advertisers.

Mr. Ryan's answer was that BMB information was "so basic, so fundamental that it should help all broadcasters, all advertisers." Local advertisers, he said, "are as eager as national advertisers to invest their advertising dollars wisely" and he thought that "BMB will neither be ignored nor used as the sole guide in the purchase of radio time by local advertisers."

Regarding other questions concerning BMB's own interpretations of its data, Mr. Ryan said:

"The BMB board has come to the conclusion that BMB's interpretive functions should be limited to that which is required to assure the integrity of its findings and the proper understanding of its data."

After Mr. Ryan's statement, the board adopted the following resolution:

Be it resolved: That we express sincere thanks to the BMB board for the complete, constructive and frank answer to the questions; and we further express complete and full confidence in and commendation of the work and progress which BMB has made in fulfilling the original objectives and we believe that continued consideration should be given to the use of these data and improvement in techniques in preparation for the next nationwide study.

Hugh Feltis, president of BMB, addressed the NAB board.

The board elected E. P. H. James, of MBS, and Hugh Terry, KLZ Denver, to three-year terms expiring Dec. 31, 1949, as members of the BMB board, succeeding Frank Stanton, president of CBS, and Frank M. Russell, vice president of NBC, whose terms expired. Hugh M. Beville Jr., director of research, NBC, was elected to fill the unexpired term of J. O. Maland, WHO Des Moines, who has resigned because of illness. Mr. Beville's term will end Dec. 31, 1948.

The revision of NAB by-laws, originally scheduled to be discussed in detail, was found to require further consideration. The board instructed a subcommittee to prepare the revisions and report to its April meeting.

It was understood that among major changes contemplated in the new by-laws were classifications of membership and reorganization of dues scales.

The board's discussion at one point was said to have veered toward the principle of separating stations into AM, FM and television categories, but this suggestion was renounced.

Walter J. Damm, WTMJ Milwaukee, former NAB president, appeared to protest that kind of classification and to urge that stations under identical ownership duplicating programs over AM and FM facilities be construed as an entity.

The board's approval of NAB participation in the Inter-American Assn. of Broadcasters included an appropriation of $10,000 as the NAB's share of the costs. It was understood that figure represented half the total income expected to accrue to the association.

Under the new powers designated to him by the board, the NAB president will determine the method of NAB participation in the Inter-American Assn., it was said, and will appoint the NAB's representation.

NAB Greets Three Legislators; Miller Asks Brown Conference

MINDFUL of the probable consideration by the new Congress of remedial legislation affecting the radio industry, Justin Miller, NAB president, last week sent congratulatory telegrams to three key legislators who may figure prominently in the handling of radio legislation.

The messages were authorized by the NAB Board of Directors, meeting in San Francisco Jan. 5-7.

Judge Miller asked an audience with Rep. Clarence J. Brown (R-Ohio), to discuss the "all important subject of radio legislation" upon his return to Washington about Jan. 20.

All three messages were regarded as NAB endorsements of the legislative viewpoints of the recipients.

The other legislators to whom Judge Miller sent congratulations were Sen. Wallace H. White (R-Me.), author of the Communications Act, majority floor leader and chairman of the new Senate Interstate and Foreign Commerce Committee, and Rep. Charles A. Wolverton (R-N. J.), new chairman of the House Interstate and Foreign Commerce Committee.

Authorization for the messages to the legislators was the first order of business at the board meeting, clearly indicating NAB's active interest in encouraging the passage of new legislation by a new Congress which may be expected to be in a mood to reduce the degree of government control over broadcasting.

Texts of the telegrams follow:

To Rep. Brown:

By unanimous action of the Board of Directors of the NAB, meeting in San Francisco on Jan. 5, 1947, I am directed to express to you the appreciation of the industry for your intelligent and constructive approach to radio broadcasting problems in the past and also the sincere hope that your responsibilities in the new Congress will be such that you can give the all important subject of radio legislation the full benefit of your experience and leadership in the field of legislation. It would be my wish to discuss this subject with you immediately upon my return to Washington about Jan. 20. Accept the best wishes and high regard from the broadcasting industry.

To Sen. White:

By direction of the Board of Directors of the NAB, meeting in San Francisco on Jan. 5, 1947, I want to express our appreciation for your designation and acceptance of the chairmanship of the new Senate Interstate & Foreign Commerce Committee. We realize that this additional responsibility is a severe one, but we are grateful that the question of broadcasting will receive the full benefit of your many years of study and experience. Accept our best wishes and expression of highest regards.

To Rep. Wolverton:

By direction of the Board of Directors of the NAB, meeting in San Francisco Jan. 5, 1947, we wish to extend our congratulations on your contemplated designation and acceptance of chairmanship of the House Committee on Interstate Commerce and to extend the complete cooperation of the broadcasting industry in the deliberations of your committee. Accept our best wishes.

IN RECOGNITION of the public interest displayed by Mutual in the U. S. Army Band series, *Division Diary*, Gen. Jacob L. Devers (l), commanding general, Army Ground Forces, last Tuesday presented Mutual's Washington News Bureau Chief Albert L. Warner with sets of combat photographs of the ground forces in action. Producer for the 26-week MBS-War Dept. series was Hollis Seavey. Capt. Hugh Curry, Army Band leader, also received photographs.

Enlarged Department

RCA film recording department Jan. 1 opened enlarged and completely renovated scoring and recording studios at 411 Fifth Ave., New York. New activity to be accommodated in the added studio space is the dubbing of foreign language narrative and lip-synchronized dialogue on film originally recorded in English, for distribution abroad.

its application for CP to delete name of Gene L. Cagle as officer, director and stockholder of petitioner corporation; to show A. Boyd Kelley as stockholder, etc., and to strike Issue 7 in Commission's order of Dec. 6. Amendment was accepted and Issue 7 was deleted from order.

KMAC San Antonio—Granted petition for continuance of hearing presently scheduled for Jan. 8 on its applications for renewal of license and CP, and continued said hearing to March 5 at San Antonio.

KONO San Antonio—Commission on its own motion ordered that hearing on application for renewal of license of KONO be set for March 3 at San Antonio.

Capitol Bcstg. Co., Raleigh, N. C.—Granted petition requesting extension of time within which to file exceptions in proceeding upon its application for CP and applications of five other applicants requesting 620 kc, and time was extended to Jan. 17.

WGBS Miami—Commission on its own motion removed from hearing docket application for CP.

Roy Hofheinz, et al, d/b as Louisiana Bcstg. Co., New Orleans—Commission on its own motion ordered that consolidated hearing on application of Louisiana Bcstg. Co., et al be scheduled for March 14 at Washington.

WHA Madison, Wis.—Granted petition in part requesting continuance of hearing on Radio Peoria and said hearing was continued to Jan. 20 at Washington.

BY COMMISSIONER HYDE

KMO Tacoma, Wash.—Granted petition for leave to intervene in hearing upon application of Don Lee Bcstg. System, KOB.

Jan. 6 Applications . . .

FM—Unassigned

WKNE Keene, N. H.—CP for new FM (class B) station on frequency to be assigned by FCC, ERP: 6.8 kw.

AM—1040 kc

Northern Ohio Bcstg. Co., Lorain, Ohio—CP for new standard station on 1040 kc, 1 kw daytime—AMENDED: re officers, directors and stockholders.

FM—104.1 mc

Arlington-Fairfax Bcstg. Co., Arlington, Va.—CP for new FM (class A) station on channel 281, 104.1 mc, ERP: 875 w and height above average terrain: 267 feet.

AM—710 kc

WGBS Miami—CP to increase power from 10 to 50 kw, install new transmitter and directional antenna for night use and change transmitter location—AMENDED: to change power from 50 kw day and night to 50 kw day and 10 kw night (using directional antenna at night) and change transmitter location.

FM—Unassigned

Macon Bcstg. Co., Macon, Ga.—CP for new FM station on frequency to be assigned by FCC, ERP: 41.3 kw—AMENDED: to specify transmitter location, and class of station as B.

AM—790 kc

WGRC Louisville—CP change frequency from 1040 to 790 kc, power from 1 kw to 1 kw night and 5 kw day, change type transmitter, make changes in directional antenna day and night use and change transmitter location—AMENDED: to make changes in antenna and change transmitter location.

TV—60-66 mc

The Journal Co., Milwaukee—CP for new commercial television station on channel 3, 60-66 mc, power: visual 5 kw (peak): aural 5 kw and unlimited hours.

Applications Dismissed:

AM—1340 kc

W. W. Roark, Breckenridge, Tex.—CP for new standard station on 1340 kc, 250 w unlimited—DISMISSED: not in compliance with Sec. 1.387 (b) (3).

AM—1490 kc

Ralph Selleck Miller Jr., Frank L. Genshlea and Kenneth G. Burkard, partnership d/b as Santa Cruz Bcstg. Co., Santa Cruz, Calif.—CP for new standard station on 1490 kc, 250 w unlimited—DISMISSED: not in compliance with Sec. 1.387 (b) (3).

Renewal Applications

Applications for renewal of standard broadcast license filed by KGEZ KROS KSUB WBAC WHHM WKEY WLBC WMON WTAL.

Applications Tendered for Filing:

AM—1080 kc

Edwin R. Sanders and Thaddeus Podbielniak, d/b as Western New York Bcstg. Co., Kenmore, N. Y.—CP for new standard station on 1080 kc, 1 kw daytime.

Stock Transfer

WCHA Chambersburg, Pa.—Consent to transfer of stock owned by Rello Oller in licensee corporation to C. M. Cassell, T. K. Cassel and J. S. Booth.

AM—1400 kc

WJBV Jacksonville Beach, Fla.—Modification of CP to change frequency from 1010 to 1400 kc, and hours operation from daytime to unlimited (requesting facilities of WMBR).

AM—970 kc

KFMJ Tulsa—CP to change frequency from 1050 to 970 kc, power from 1 kw to 500 w night, 1 kw day, hours of operation from daytime to unlimited and installation of directional antenna for day and night use.

Assignment of License

WQUA Moline, Ill.—Consent to assignment of license to Moline Bcstg. Corp.

AM—850 kc

Northwestern Indiana Radio Co., Valparaiso, Ind.—CP for new standard station on 850 kc, 250 w daytime.

Jan. 7 Applications . . .

AM—1460 kc

WHEC Rochester, N. Y.—Modification of CP which authorized to increase power, install new transmitter and directional antenna for night use and change transmitter location, to change type of transmitter and for extension of commencement and completion dates.

AM—1340 kc

Philip Mathews, Carlisle, Pa.—CP for new standard station on 1340 kc, 250 w unlimited hours.

AM—1230 kc

WBPZ Lock Haven, Pa.—Modification of CP as modified, which authorized new standard station, to change type of transmitter.

AM—1490 kc

WEAR Pensacola, Fla.—Modification of CP which authorized new standard station, for approval of antenna and for approval of transmitter and studio locations.

AM—1600 kc

KCRG Cedar Rapids, Iowa—Modification of CP which authorized new standard station, for approval of directional antenna and to change transmitter location.

AM—1320 kc

KXLW Clayton, Mo.—Modification of CP as modified, which authorized new standard station, to change type of transmitter.

AM—710 kc

WHB Kansas City—Modification of CP which authorized change in frequency, increase in power, change in hours of operation, installation of new transmitter and directional antenna for day and night use and change in transmitter location, for approval of directional antenna, to change type of transmitter and change transmitter location.

AM—1230 kc

KHAS Hastings, Neb.—Authority to determine operating power by direct measurement of antenna power.

AM—950 kc

KWAT Watertown, S. D.—CP to change frequency from 1240 to 950 kc, increase power from 250 w to 1 kw, install new transmitter and directional antenna for night use, and to change transmitter location.

AM—1290 kc

WMLO Milwaukee—Modification of CP which authorized new standard sta-

(*Continued on page 60*)

An All-Time Favorite

FRIENDLY TAVERN POLKA

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Performance Rights Licensed Through

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580 Fifth Ave., New York 19, N.Y

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His return to Private Practice in the firm of

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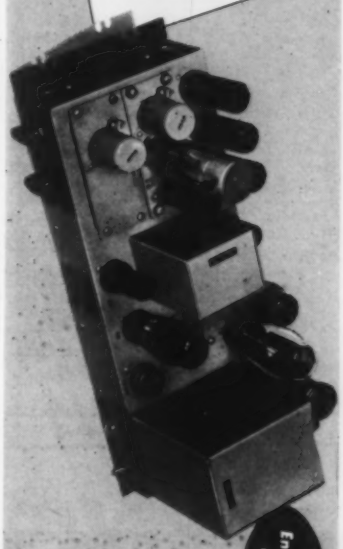

Worthy of an Engineer's Careful Consideration

Langevin's 108-C amplifier has TWO input channels, each with an independent volume control.

Channel A provides 63 DB gain from a 600 Ohm source, and 43 DB on bridging connection. Channel B has a pre-amplifier stage and provides 103 DB gain to operate a low level talk back microphone. Output impedance: 8 and 500 Ohms. Output power: 20 watts.

When desired for monitoring purposes only, this amplifier can be obtained with a single input—channel A.

Write Dept. A-1 for complete specifications.

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ISN'T it only natural when you find . . .

1) a one-station market
2) which geography made singularly community-conscious
3) reached adequately by no other station
4) and whose 38,000 * folk depend on one station for complete radio entertainment—ABC, MBS, local shows and news—

This is ZBM, the only adequate radio coverage of Bermuda. Rising imports from U. S., now 17 millions, attests Bermuda's interest in your product. Write or wire Cole E. Wylie, Mgr.

* Including Kindley Field and U. S. Naval Base.

Only ZBM Covers Bermuda

ABC • MBS

National Representatives

JOHN BLAIR (United States) HORACE STOVIN (Canada)

FCC Actions

(*Continued from page 59*)

Applications Cont.:

tion, for approval of antenna, to change type of transmitter and for approval of transmitter location.

AM—1340 kc

KRUX Glendale, Ariz.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter and for approval of transmitter location.

AM—1240 kc

KSON San Diego, Calif.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter and approval of transmitter location.

AM—1140 kc

KGEM Boise, Idaho—CP to change frequency from 1340 to 1140 kc, increase power from 250 w to 10 kw, install directional antenna for night use, change type of transmitter and change transmitter location.

AM—1340 kc

KRUL Corvallis, Ore.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to change studio location.

AM—1230 kc

KOAL Price, Utah—Authority to determine operating power by direct measurement of antenna power.

Applications Tendered for Filing:

AM—1340 kc

The Wooster Republican Printing Co., Wooster, Ohio—CP for new standard station 1340 kc, 100 w unlimited.

AM—1370 kc

Radio Anthracite, Pottstown, Pa.—CP for new standard station 1370 kc, 1 kw daytime.

AM—1180 kc

The Sandhill Community Broadcasters, Southern Pines, N. C.—CP for new standard station 1180 kc, 250 w daytime.

Transfer of Control

WROK Rockford, Ill.—Consent to transfer of control from Mrs. Ruth Hanna Simms, to Albert G. Simms, executor of the estate of Ruth Hanna Simms and as distributee and beneficiary under his late wife's will.

AM—1240 kc

WTAX Springfield, Ill.—CP to increase power from 10 w to 250 w, install new transmitter and antenna system and change transmitter and studio location.

AM—1130 kc

KHUB Watsonville, Calif.—CP change frequency from 1340 to 1130 kc, power from 250 w to 5 kw, install directional antenna for day and night use and new transmitter.

Jan. 8 Applications . . .

AM—1480 kc

WHOM Jersey City, N. J.—CP increase power from 500 w night, 1 kw day to 5 kw day and night, install new transmitter and directional antenna for day and night use and change transmitter location.

AM—1430 kc

WILS Lansing, Mich.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and specify studio location.

Modification of CP

WNBK New York—Modification of CP which authorized construction of new commercial television station, for extension of commencement and completion dates.

AM—1400 kc

WHUN Huntingdon, Pa.—Modification of CP as modified, which authorized new standard station, to change type of transmitter.

AM—730 kc

WHWL Nanticoke, Pa.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter and for approval of transmitter location.

AM—750 kc

WPDX Clarksburg, W. Va.—Modification of CP which authorized new standard station, for approval of antenna and transmitter location.

AM—950 kc

KFSA Fort Smith, Ark.—Modification of CP which authorized new standard station, for approval of antenna and transmitter location.

AM—1490 kc

WBUZ Asheville, N. C.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

AM—710 kc

WBON Winston-Salem, N. C.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

AM—1230 kc

KITI Corpus Christi, Tex.—Modification of CP which authorized new standard station, for approval of antenna and transmitter location and to specify studio location.

AM—1230 kc

KDLK Del Rio, Tex.—Modification of CP which authorized new standard station, for approval of antenna and transmitter location and to change studio location.

AM—1230 kc

KOSF Nacogdoches, Tex.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to change studio location.

AM—920 kc

KECK Odessa, Tex.—Modification of CP as modified, which authorized new standard station, to change type of transmitter.

AM—1550 kc

WBBW Indianapolis—Modification of CP as modified, which authorized new standard station, for extension of completion date.

AM—1490 kc

KICO Calexico, Calif.—Modification of CP which authorized new standard station, for extension of completion date.

AM—1340 kc

KRSM Roswell, N. M.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

Applications Dismissed:

American Colonial Bcstg. Corp., Arecibo, P. R.—CP for new relay broadcast station to be operated on 1622, 2058, 2150 and 2790 kc, power of 250 w and emission A3—DISMISSED: at request of attorney.

License Renewals

Applications for renewal of standard broadcast license filed by KATO KHUB WBRW WGAU.

Applications for renewal of experimental television broadcast license filed by W3XE W3XPD W3XPE W3XPF W3XPG W3XPH W3XPI W3XPK W3XPL W10XAE W10XPC W10XPR W10XAD W10XAF.

Applications Tendered for Filing:

AM—1260 kc

WSWZ Inc., Trenton, N. J.—CP for new standard station 1260 kc, 5 kw, unlimited, directional antenna for day and night use.

AM—1360 kc

WPPA Pottsville, Pa.—CP to change hours of operation from daytime to unlimited, power from 500 w to 1 kw day and night, install directional antenna for night use and new transmitter.

AM—1230 kc

Southern Bcstg. Corp., New Orleans—CP for new standard station 1230 kc, 250 w unlimited (request facilities of WJBW).

AM—950 kc

WSPA Spartanburg, S. C.—Consent to transfer 361 shares of common capital stock from A. B. Taylor to Walter J. Brown.

AM—860 kc

Texas Star Bcstg. Co., San Antonio—CP for new standard station 860 kc, 1 kw night, 5 kw day, unlimited and directional antenna for night use.

AM—1460 kc

Crescent Bay Bcstg. Co., Santa Monica, Calif.—CP for new standard station 1460 kc, 250 w daytime.

AM—910 kc

KVAN Vancouver, Wash.—Special service authorization 910 kc, 100 w night time in addition to its licensed operation with 500 w daytime on 910 kc, for period not to exceed expiration of present licensed period.

(*Continued on page 66*)

Henry Thomas Evans

HENRY THOMAS EVANS, 62, familiar Southwestern radio personality, died at Tulsa, Okla., on Jan. 6 after a month's illness. He had conducted his *The Kindly Philosopher* program weekly on KVOO Tulsa for the past ten years. A native of England, Mr. Evans came to the United States in 1911 and moved to Tulsa in 1912. At the time of his death he was director of music at Holy Family Cathedral, Tulsa.

To Address Meet

DOROTHY LEWIS, coordinator of listener activity of the NAB, will participate in a panel discussion at the annual convention and luncheon of the Federation of Jewish Women's Organizations to be held Jan. 15 at the Hotel Astor, New York. Theme of the convention is "Today is Ours," and the role of women in radio will be covered by Mrs. Lewis.

"IBCing you" . . . in INDIANAPOLIS

"Rooms for GI's" Bats 304 in the Big League

Despite the big league opposition offered by three outstanding network shows, "Rooms for GI's"—a WIBC public service program heard on Wednesday night at 9-9:15 (CST)—is doing all right. Already it has produced offers of 304 homes for veterans . . . proving that there's a warm spot in Hoosier hearts for the ex-G.I. . . . and a large and loyal following for the *fastest growing radio station in Indianapolis*. Ask your John Blair Man. HE knows.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC 1070 KC 5000 WATTS BASIC MUTUAL

The INDIANAPOLIS NEWS Station

"Darling, we need that new stove WFDF Flint advertised—our dinner is cooked for tonight."

Sponsors

STARDUST Inc., New York (clothing manufacturer), at the end of February for six weeks will sponsor a spot campaign on 41 stations in 39 markets throughout the country. Agency is Norman D. Waters & Assoc., New York.

J. A. FOLGER Co., San Francisco (coffee), and **LOS ANGELES SOAP Co.**, Los Angeles (White King soap), have bought on all stations of Intermountain Network carrying daily series of 8 a.m. newscasts featuring Frank Hemmingway. Program is Don Lee Network feed, originating in Los Angeles.

CHESEBROUGH MFG. Co., New York (Vaseline products), has bought spot schedule on all Intermountain Network stations in Utah, Wyoming, Idaho and Montana.

SOIL-OFF Mfg. Co., Glendale, Calif. (paint cleaner), has named McCann-Erickson, Los Angeles, as agency effective in March. Firm will continue using radio.

JOHN O. BROWNELL, former assistant general sales manager of Lever Bros. Co., Cambridge, Mass., has been appointed general sales manager of the firm.

CASE-SWAYNE PACKING Co., Santa Ana, Calif. (canned foods), has appointed Makelim Assoc., Hollywood, to handle advertising.

MALLORY HAT Co., Philadelphia (men's and women's division), has appointed Kenyon & Eckhardt, New York, to handle advertising. Radio may be used.

AFFILIATED PRODUCTS, New York (division of American Home Products), has named Street & Finney, that city, as agency to handle advertising for products to include following lines: Louise Philippe, Edna Wallace Hopper, Neet depilatory and deodorant, Jo-Cur, Heather and Kissproof.

B. C. GLENN has been named eastern regional manager of H. J. Heinz Co. with headquarters in Long Island City, replacing **WALTER B. TOOL**, who will retire next month after 40 years with company.

FIRESTONE STORES, Los Angeles (automotive service and supplies), in addition to current regional campaign, Jan. 16 starts spot announcement schedules on KFI KNX KHJ KECA. Contracts are for 52 weeks. Agency is The Mayers Co., Los Angeles.

CALIFORNIA LIMA BEAN GROWERS Assn., Oxnard, Calif. (cooperative), new to radio, about Jan. 15 starts for nine weeks using participation in women's programs on stations in nine major midwest and eastern markets. List includes WTOP WIBC WJBK KCMO WKRC WHK WBNS WIBG WCAE. Agency is J. Walter Thompson Co., Los Angeles.

L. E. WATERMAN Co., Montreal (fountain pens), plans to use radio in its forthcoming advertising campaign. Account is placed by McKim Adv., Montreal.

BREAKFAST CLUB COFFEE Inc., Los Angeles, Jan. 6 started for 52 weeks participation in "Ben Alexander Show" on four Don Lee California stations, Mon.-Wed.-Fri., 10:30-11 a.m. (PST). Agency is Lockwood-Shackelford Adv., Hollywood.

WEST COAST SOAP Co., San Francisco (powder), is using schedule of station break and spot announcements on stations in selected Pacific Coast areas. Agency is Brisacher, Van Norden & Staff, San Francisco.

HENRY L. KURTZMAN, AAF veteran, has joined sales force of Chicopee Sales Corp., New York (Chix and Chux, diapers), to succeed **RICHARD P. HERRICK** in West Coast area with headquarters in Los Angeles. Mr. Herrick is retiring after 25 years with firm.

ABC last week announced 75 new sales of cooperative programs, made from Nov. 26 to Dec. 20. In the tabulation, Elmer Davis headed the list with 15 new sponsors; 10 apiece were added by Walter Kiernan and Martin Agronsky; eight by "Headline Edition"; seven each by "Ethel and Albert" and Baukhage; and six apiece by Harry Wismer, "Dick Tracy" and "Powers Charm School." In addition, on Jan. 9 "America's Town Meeting of the Air" became an ABC co-program. (See story page 40).

Gordon E. Riley

GORDON E. RILEY, 48, former general traffic manager of the RCA Victor Division, Camden, N. J., died Jan. 5 in Chicago following an operation. Mr. Riley joined RCA Victor in October 1945 after serving 14 years as general traffic manager of the U. S. Gypsum Co., Chicago. Surviving are his wife, Zelda, and a daughter, Jean.

Start Delayed

START of the new MBS Ralston Purina Co. *Checkerboard Time* programs has been postponed from Jan. 6 to Jan. 13. Program will be heard Mon. through Fri. 12-12:15 p.m. During week of Jan. 6 *Noontime Melodies* recorded program was to be heard. Agency for Ralston is Gardner Adv., St. Louis.

KFRE
FRESNO
SELLS MORE—
Profitably
A ROOMAN RADIO STATION
KFRE-KRFM *Fresno*
REPRESENTED BY AVERY-KNODEL, INC.

Turntable

TRANSCRIPTIONS • RECORDINGS • LIBRARIES

JOSEPH JACQUES has been named head of the copy department of Griffin, Boyle & King, New York, newly formed radio packaging firm.

WILLIAM M. KOBLENZER of the radio department of Music Corp. of America, Chicago, has resigned.

SHERMAN PRODUCTIONS, St. Louis, has appointed Bloch-Joseph & Assoc., Cleveland, as national sales representative for package production, "Sports Answer Man." Series, which features France Laux, is available as 10 or 15 minute program and 156 shows have been completed. Bloch-Joseph & Assoc. was organized last July as sales group to represent independent producers and is planning sales outlets in Baltimore, Boston and Atlanta in addition to present midwest location.

GODDARD LIEBERSON, vice president of Columbia Recording Corp. in charge of Masterworks Artists and Repertoire, is the author of a novel "Three for Bedroom C," published Jan. 8 by Doubleday & Co., New York.

ASCAP has declared recess in its script service, feeling that recent changes in general station programming have rendered this service more or less obsolete. Resumption will depend on station reaction to suspension of service.

HESSE & McCAFFREY, New York, is presenting to advertising agencies an audition record of radio adaption of play "Our Town." Half hour dramatic show will feature Ralph Bellamy as narrator.

KEYSTONE BROADCASTING SYSTEM has added four new affiliates, bringing the transcription network's number of stations to 236. Stations are WIKB Iron Mountain, Mich.; WRHI Rock Hill, S. C.; KDWT Stamford, Tex.; KVOU Uvalde, Tex.

CARDINAL Co., Hollywood transcription and packaging firm, is protesting use of name by record firm headed by **HARRY BANK. JOSEPH MacCAUGHTRY**, president of transcription firm, admits that his firm does not presently make records but pointed out that name is registered in 11 states and might enter popular field at future date under same title.

ARTHUR TOBER, who returned to Columbia Recording Corp., Bridgeport, Conn., last year after service of more than five years with the Army, has been appointed supervisor of the firm's newly-created department of transcription order service and production.

JIM WILLIAMS, formerly with International Broadcast Division of State Dept., San Francisco, has joined Radio Recorders, Hollywood, as recording engineer.

LYMAN SMITH, who recently joined sales staff of Sunset Radio Recording Center, Hollywood, has been elevated to sales manager, succeeding **HAMPTON MAUVAIS**, resigned. **MYRON McNAMARA** and **BILL LINDSAY** will be associated as account executives. Mr. Smith, prior to joining Sunset Radio Recording, was in charge of KFI Los Angeles recording and transcription department.

GOING 5000 WATTS

KTFI
TWIN FALLS • IDAHO
WEED & CO., *Representatives*

Service . . .
Performance . .
Results !

CHARLES T. STUART
PRESIDENT AND,
EXECUTIVE DIRECTOR

KFOR ★ STUART STATIONS ★ WDGY
KOIL

EXECUTIVE OFFICES,
STUART BUILDING,
LINCOLN, NEBRASKA

LINCOLN NEBRASKA — Represented by Edward Petry & Co., Inc. — KFOR — Harry Peck—Station Manager — 250 WATTS 1240 KC BASIC ABC

OMAHA CO. BLUFFS — Represented by Edward Petry & Co., Inc. — KOIL — W. J. Newens—Station Manager — 5000 WATTS 1290 KC BASIC ABC

MINNEAPOLIS ST. PAUL — Represented by Avery-Knodel, Inc. — WDGY — Melvin Drake—Vice Pres. & Station Mgr. — 5000 WATTS 1130 KC

The Standard of Comparison in Broadcasting

RCA Air-Cooled Power Tubes

RCA pioneered in designing efficient radiator air-cooled power tubes for 5- to 50-kilowatt AM broadcast transmitters. Today, hundreds of these tubes are demonstrating their long life and dependability in broadcasting service.

Extra Value The ever-increasing demand for these air-cooled power tubes has permitted RCA to introduce improved manufacturing and quality-control techniques that have resulted in *better* tubes at *less* cost to you.

Complete Line RCA has the air-cooled power tube types you want. Such well-known top performers as RCA-7C24, 891-R, 892-R, and 9C22 are representative of the types available.

To get the greatest operating economy from your station, specify RCA when new tubes are needed. For information on RCA tubes, write RCA, Sales Division, Section P-36A1, Harrison, N. J.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RCA TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

PRODUCTION

BOB EMERY, former director of the sustaining program division of WABD New York, has been appointed manager of the WABD-Du Mont program department. At the same time the following divisions and their respective heads will report to Mr. Emery: Studio operations, in charge of **DICK LOCKARD**; mobile operations, directed by **JACK MURPHY**; film operations, directed by **ED WOODRUFF** and continuity acceptance and music clearance, headed by **LORETTA BROPHY**.

EARLE PUDNEY, with WGY Schenectady since 1942 as announcer and producer, has been appointed supervisor of production of the station. Originator of the WGY "The FBI in Action" program, Mr. Pudney in his new post will be in charge of the production of all programs by WGY and its FM affiliate WGFM.

VICTORIA COREY, assistant supervisor of public service programs at KDKA Pittsburgh, has been named educational director of station, succeeding **ROBERT E. WHITE** who has transferred to KYW Philadelphia as general manager [BROADCASTING, Dec. 30]. Mrs. Corey also conducts U. of Pittsburgh's class in radio writing.

Mrs. Corey

AL MORGAN, writer, and **ALBERT WARD**, director of the WCBS New York "This Is New York" program, will teach radio writing and directing, respectively, at the New Institute for Film, Radio and Stage, Brooklyn. Dates of the course not set.

PETER L. FERNANDEZ, radio writer and actor in the Information Section, Headquarters, Army Ground Forces, has received the Army Commendation Ribbon for his work with "Division Diary," AGF Mutual series. Mr. Fernandez was released from the service in September as sergeant.

JAY SEYMOUR, formerly with WMCA New York, has joined WPAT Paterson, N. J., as chief librarian.

ALOIS HAVRILLA, veteran radio and newsreel commentator, has joined WPAT Paterson as record m.c. of new program titled "Alois Havrilla Presents," Mon. through Sat. 2:30-4:30 p.m.

LYMAN BRYSON, CBS counsellor on public affairs, is the author of a new book "Science and Freedom" which is being published by the Columbia U. Press, N. Y.

DICK LOW, writer for KOAD-FM Omaha, is to leave Omaha late in January for extended trip to South America and Europe to collect material for free lance photo and feature story work.

PATTY GREEN, formerly of WBT Charlotte, N. C., promotion department, has joined continuity staff of WSOC that city.

DAN ALLISON, veteran of two years in AAF and formerly with KEYS Corpus Christi, Tex., has joined announcing staff at KLZ Denver replacing **BOB HARRIS**, who resigned to become manager of new radio sound system at Fitzsimons General Hospital, Denver.

LAURENCE SCHWAB Jr., formerly with WIOD Miami, has joined the production staff of the NBC television department in New York.

ELMER L. IREY, former chief coordinator of all U. S. Treasury enforcement agencies, on Jan. 11 for three weeks took over the role of chief investigator-commentator on the ABC "Gang Busters" program, Wed. 9-9:30 p.m.

EDWARD LEE BURCH has joined announcing staff of WWDC Washington.

WALTER ARNOLD, announcer of KECA Hollywood, has shifted to ABC in similar capacity. **BOB SWAN** has taken over former assignment.

MELBA DUBELIER, CBS script library assistant supervisor, has been married to Robert Rieback.

MAROLD ROSS, recently separated from Army as lieutenant, has rejoined KHJ Hollywood as announcer.

MARVIN HEADRICK, ABC Hollywood sound effects engineer, and **PEGGY ALLISON** of J. Walter Thompson Co. publicity staff, have announced their engagement with marriage planned in the spring.

BILL HARDING, former New York producer of NBC "Can You Top This?", has shifted to Hollywood with similar assignment on NBC "College of Musical Knowledge" for Ted Bates Inc., agency servicing account. **HARRY SAZ** has been named associate producer. **FRANK O'CONNOR** has been made agency producer of NBC "Dennis Day Show."

HAROLD GLANTZ, former office assistant in CBS shortwave news room, has been promoted to staff writer at the network replacing **MORT LEVINE** who has resigned to freelance.

HAROLD GRAMS, program director of KSD St. Louis, is in Hollywood surveying television film availabilities.

JEAN HERSHOLT, star of CBS "Dr. Christian" program, has received citation from Order of Purple Heart's Lt. Gen. Arthur McArthur chapter for war work.

RICHARD G. RAY, recently discharged from AAF and new to radio, has joined announcing staff of WLAT Conway, S. C. **EDWARD BROWNING Jr.**, program director of WLAT, has been named publicity director for local Rotary Club.

FRANK ALLAN, formerly with KMOX St. Louis and WWL New Orleans, has been named "Wire Request" record m.c. at WEMP Milwaukee.

NELSON KING, WCKY Cincinnati, m.c. on "Birthday Club," "Man in the Street," "Keep Happy Club," and "Jamboree," has returned to his home in Portsmouth, Ohio, to undergo an operation.

BOB ATHERTON, former program manager at WMC Memphis and recently engaged in putting into operation new KOCS-AM and FM Ontario, Calif., has been named program manager of KWKH Shreveport, La.

Mr. Atherton

BETTY BREWER has joined the cast of CBS "County Fair" as vocalist.

JOHN GALBRAITH, chief announcer of KGO San Francisco, Dec. 28 married **ADELE TIMPSON**, formerly of the KGO news staff.

HELEN SIOUSSAT, CBS director of talks, is author of an article, "Why Women Don't Get Along With Men In Business," appearing in the January issue of Pageant Magazine.

THOMAS M. DeHUFF, formerly an advertising copywriter at the Consolidated Edison Co. of New York, has joined the ABC production staff. An Army veteran, he previously was with the NBC advertising department for 2½ years.

JOHN MASTERSON, manager of ABC "Breakfast in Hollywood" program, arrived in Cincinnati last week to confer with Procter & Gamble advertising officials.

EDWARD S. MILLS Jr. of the NBC television production staff is co-author of the original story on which the Broadway play "Temper the Wind" is based.

HERBERT BUTTON, librarian at CKCW Moncton, N. B., has been appointed head of the program department of CKCW to succeed **EARL McCARRON** who leaves radio after 12 years to become organizer for Eastern Canada and Newfoundland for the Benevolent and Protective Order of Elks. **BERK BREAN** has been named chief announcer of the station. **JACK REID** is new music director and **JOHN MERRYFIELD**, former freelance, joins CKCW as announcer and script writer.

Mr. Button

DICK CONNELL, formerly with the WOR New York recording studios, has been appointed WOR personnel director. **JACK O'REILLY**, former NBC television boxing announcer, has joined the WOR announcing staff.

JUDY LOGAN, the "Help Your Neighbor Lady" on WAIT Chicago, is the mother of a boy, Mark Adler, born Dec. 21. She is wife of Joseph Dean.

PAUL HARVEY, announcer at KBTM Jonesboro, Ark., is the father of a girl, Barbara Rose.

JOSEPH H. FRIEDMAN has been named program director of WSAP Portsmouth, Va.

ROBERT R. HIESTAND, production manager of KFI Los Angeles, will direct a radio course at Loyola U., that city. Course begins in spring term and will consist of general broadcasting, radio writing, radio drama and production.

DALE O'DONNELL, former fashion editor for Butterick Pattern Co., New York, has joined the script department of WTAG Worcester, Mass. She previously had been in radio.

VIRGINIA KIRBY, ex-Spar, has joined program department of KTAR Phoenix.

KEN ANDERSON, graduate of the Academy of Radio Arts, Toronto, has joined CJOC Lethbridge, Alta., as announcer-operator.

RAY DARBY, writer for CBC Toronto and formerly of the Winnipeg studios of CBC, has signed a seven year contract with CBS and has moved to New York where he is to do programs for CBS Workshop similar to those he did in Canada.

DON HEATH, after an absence of more than two years, is back on announcing staff at KOHF Pueblo, Col., replacing **BILL MAHONEY**, who joins sales department.

Heard by most . . .
Preferred by most
in the BUYING Ark-La-Tex

KWKH
SHREVEPORT
50,000 WATTS
Represented by The Branham Co.
The Shreveport Times Station

NAB Area

(*Continued from page 14*)

by AFM to an AM operator who duplicates programs on FM until he starts issuing rate cards, Walter J. Damm, vice president of WTMJ and WTMJ-FM Milwaukee, told the small market stations session which opened the three-day western area meeting.

Reminding AM broadcasters of AFM contract renewals coming up in February, he said that as long as an operator continues to completely duplicate his AM program on FM, the musicians union will cooperate. He predicted other unions such as AFRA and IBEW would follow suit.

Sees FM Replacing AM

FM will replace standard radio within the next six years, with operators holding those licenses now being "on the inside looking out," Mr. Damm predicted. He read a letter from FCC Chairman Charles R. Denny which read in part:

The Commission is highly enthusiastic about the potentialities of this new broadcasting service. And it has in fact gone on record as describing FM as "the finest aural broadcast service attainable in the present state of the radio art." I think your gathering will be interested to know that there are now 100 FM stations on the air, 400 have construction permits and 200 have conditional grants. In addition we have 300 pending applications. From these figures it is certainly obvious that FM is not just around the corner . . . it is here now and is moving rapidly.

Only 35% of the AM stations licensed prior to October 1945 have not yet applied for FM. While the Commission is pleased that so many have applied, we most earnestly urge the remaining holdouts to join the procession. The Commission has already assured the industry that the FM broadcaster will be permitted to continue his AM station until FM replaces AM in his area.

The big task ahead of all of us now is to get stations on the air as quickly as possible. The faster you begin FM broadcasting, the faster the public will buy FM receiving sets. The Commission is bending every effort to assist in the development of FM and we look to the broadcasters to do their part.

Concurring with Mr. Damm was Wayne Coy, vice-president and general manager of WINX and WINX-FM Washington, and newly elected NAB director. Operating his FM station 14 hours daily and programming simultaneously with AM, he told of improved service rendered and of the greater tune-in. He related results of a recent field test whereby the FM signal was clearly heard in mountainous area 75 miles away. Operators in colder areas were urged to guard against ice formations on antennas.

Twenty Stations in Capital

Mr. Coy said Washington will have some 20 AM and FM stations, exclusive of 5 authorized television outlets as compared to only 6 AM stations before the war.

Answering technical questions, T. A. M. Craven, vice-president and general manager of the Cowles stations, said his organization has nearly $1,000,000 budgeted for FM and has confidence in its future.

Small market stations session was conducted by J. Allen Brown, chief of NAB Small Market Stations Division. He told of its functions and urged western broadcasters to make greater use of the new NAB service. He gave several sales pointers. Agenda also covered national spot business and group selling. Methods of handling local news, religious public interest and general programming were discussed.

Marshall H. Pengra, KRNR Roseburg, Ore., told of an FCC field study, to be released shortly, on operator requirements for small market stations.

Frank Pellegrin, NAB director of broadcast advertising, addressed a sales managers session Wednesday afternoon, urging expanded use of the selling material derived from the Joske clinic and explaining NAB sales aids, urging salesmen to solicit local retailers. Renewed effort of the AAAA to persuade stations to allow a 2% cash discount is opposed by most stations, he said. Of the total of 162 replies received by Carlos Franco, of Young & Rubicam, as of Dec. 17, 70 refused to consider the discount; 65 said the matter was "up to the industry," Mr. Pellegrin said. Of the 27 which said they would allow the discount, 18 were of 250 w power or less and were said to be getting little or no national spot business.

Area Meeting Registration

Registrations at NAB area meeting, Districts 15, 16 & 17, San Francisco, follow:

Adler, Arthur, KMED; Akers, Jerry, KSAN; Anderson, Herman, KCOK; Anderson, Sheldon, KCOK; Arney, C. E. Jr., NAB.

Baily, Howard, KWG; Bates, W. H., KTRB; Baker, Ken, NAB; Baker, Ray, KOMO; Barker, Ed, KLOK; Barnes, F. B., Genl. Elec. Co.; Bartlett, Paul, KFRE; Batson, Charles A., NAB; Baurledel, John J., Santa Clara Bcstg.; Beaton, Bill, KWKW; Bell, Ethel, So. Calif. Bcstrs. Assn.; Bright, Arthur L., KHQ; Brown, Charles B., KFI; Brown, David A., KCBR; Brown, Hal, KERN; Brown, Herbert W., KCVR; Brown, S. Allen, NAB; Brown, Ned L., KARM; Brown, W. T., NAB, KWTC; Brunton, John, KROY; Brunton, Ralph R., KQW; Buckalew, E. W., CBS.

Campbell, Pat, KHJ; Case, Fox, KIST, NBC; Chatterton, C. O., KWLK; Coffin, Frank, KGW; Coleson, Robert C., NAB; Collins, Keith, KMJ; Conrad, Fran, KECA; Cooper, Ed, Sponsor Magazine; Crapsey, Alfred, KPO, NBC; Craven, T.A.M., Board of Dir., NAB; Croghan, Arthur, KOWL.

Davis, Jack, KSAN; Davis, Norman A., KALE; Davis, Russ, Radio Arizona; Davis, Tom, KSAN; De Young, Gene, KERO; Dolberg, Glenn, BMI; Doherty, Richard P., NAB; Dumm, Wesley I., KSFO.

Feltis, Hugh, BMB; Fox, Les, Paul H. Raymer; Franklin, Ed, KJBS; Frost, Jack, RCA.

Geehan, Jerry, KMO; Gleeson, W. L., KPRO; Glickman, David, BROADCASTING; Goddard, Fred, KXRO; Grant, W. S., W. S. Grant Co., Inc.; Gregory, S. D., Schenley Affiliates; Green, Fred J., United Press; Greene, Dave, KQW; Griffith, Homer, Homer Griffith Co. Inc.; Grubb, Gayle, KGO, ABC; Gunzendorfer, Wilton, KROW.

Hager, Kolin, SESAC Inc.; Hambly, Don, KRE; Hamilton, Ray V., Blackburn-Hamilton Co.; Harris, King, Edward Petry Co.; Harris, Marion R., KFSD; Hart, Herbert G., Collins Radio Co.; Helmer, George P., McClatchy; Hollinger, Fin, Don Lee; Horswell, Bert, The Cardinal Co.

Ide, P. D., KGB; Irwin, Earl, KVI; Irwin, Vernice, KVI.

Jacobs, Lee, Inland Radio KBKR; James, Edwin H., BROADCASTING; Jones, George R., C. P. MacGregor.

Kaye, Sydney M., BMI; Keating, Jack, KFJI; Kees, Marion, McClatchy; Kelley, Gene, KCRA; King, Jerry, Standard Radio; Krasner, Lawrence B., Forgoe.

Lasky, Philip G., KSFO; Laws, Bob, KGO, ABC; Lee, Gene W., KFXM; Loggan, Frank H., KBND.

MacGregor, C. P., C. P. MacGregor Co.; MacKenzie, Lou, Norman Neely Enterprises; Maizlish, Harry, KFWB; Marquardt, Maynard, World Bcstg. Sys.; Martin, Emil, McClatchy; Miller, Ralph, KCRA; Murphy, J. A., KMO; Myers, C. W., KOIN, KJR; McBroom, R. G., KFIO; McCarthy, C. L., KQW; McCaw, J. Elroy, KELA, KPOA; McClatchy, Eleanor, McClatchy; McClung, Hugh, KYOS; McCormick, Glenn, KSLM; McDowell, Larry, KFOX; McClasham, Ben, KGFJ; McKay, Dave, KOLO.

Newman, R. J., RCA.

O'Donnell, Hal, KCVR; Ogden, C. E., Capital Transcriptions; Olsen, Tom, KGY; Osman, Doyle, KXO.

Pabst, William D., KFRC; Paltridge, J. G., KGIL; Parsons, L. E., KAST; Patterson, Norwood J., Radio Engrg. Co.; Pellegrin, Frank, NAB; Pendleton, C. F., KJBS; Pengra, Marshall, KRNR; Petty, Don, NAB; Pierce, Jennings, NBC; Pope, Russell, KYOS; Priebe, Robert E., KRSC.

Quillam, H. J., KTBI.

Read, Roger, Transcription & Sales; Reinholdt, Bob, KWIN; Rhodes, Ray, Paul H. Raymer Co.; Ricketts, Leo, KFBK; Rodman, J. E., Rodman Radio Stations; Rogers, Ralph, KSJO; Ross, George, KDON; Rudolph, F. J., C. P. MacGregor; Ruegg, Fred, KQW; Runchey, O. H., KRKO & KOL; Ryan, J. Harold, WGBS-WSPD; Ryan, W. B., KFI.

Schamblin, L. A., KPMC; Schmidt, Loring, KOCO; Scott, Chas. P., KDKC; Sharp, Thomas E., KFSD; Shade, Hal, KOOS; Shaw, Glenn, KLX; Simons, David N., KSJO; Smith, Calvin J., KFAC; Smith, Derwood, KWIL; Smith, Earle H., Edward Petry & Co.; Spence, Harry, KXRO; Spight, Lindsey, John Blair & Co.; Stack, R. W., KIEM; Stout, Clair, Dow, Lohnes, Albertson.

Taft, W. R., KRKO; Taishoff, Sol, BROADCASTING; Tapp, Jay, KGER; Teegarden, Lewis, Standard Radio; Telford, Don, KSJO; Thornton, Ken, KOCS; Torney, Kirk, KGO, ABC; Trommlitz, L. W., KORE; Turner, Wes, RCA.

Vroman, Maury A., KFXM.

Wallace, Jim, KBOS; Webster, Mrs. Charles, KONP; Westlund, Art, KRE; Wheeler, Chet, KWIL; Whitney, George, KFI; Williams, Gene D., Bcstg. Corp of Amer.; Wise, Harry, George P. Hollingberry; Witt, Harry, W., Columbia Bcstg. Sys.; Wollenberg, H. A., The Langevin Co.; Wynne, Lee, KGER.

Yeend, John, The Cardinal Co.

Late registrations: Cole, B. R., Graybar Elec. Co.; Willard, Jess, NAB; Wilbur, Frank, KAFY; Corbin, Paul, KIEM-KUIN-KSJO-KRED; Smullin, William B., 15th NAB Dist.; Greaves, George, NBC, KPO; Elwood, John W., NBC, KPO; Sackett, Sheldon F., KROW; Chitty, Fred, KVAN-KOOS; Webster, Norman, McClatchy; Cave, Ira, Pac. Tel. & Tel.; Rodgers, N. L., F. W. Ziv; Zuckerman, John, Stanford U. Radio Dir.; Howard, Royal V., KSFO.

*WRRF's territory has a population of more than 600,000 persons.

NOW 5000 WATTS

In Eastern North Carolina the regional station is WRRF. This rich area is one of the most fertile agricultural belts in the nation and is the heart of the Bright Leaf Tobacco Belt. Last year's tobacco crop in Eastern North Carolina sold for $175,000,000.00.

930 KC - 5000 Watts

WRRF

Washington, N. C.

ABC Network

Tar Heel Broadcasting System, Inc.

Natl. Representatives Forjoe & Co., New York, Chicago, Los Angeles

"FULL GROWN"

WDOD

21st YEAR

CBS

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER
NATIONAL
REPRESENTATIVES

first IN CHATTANOOGA

NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

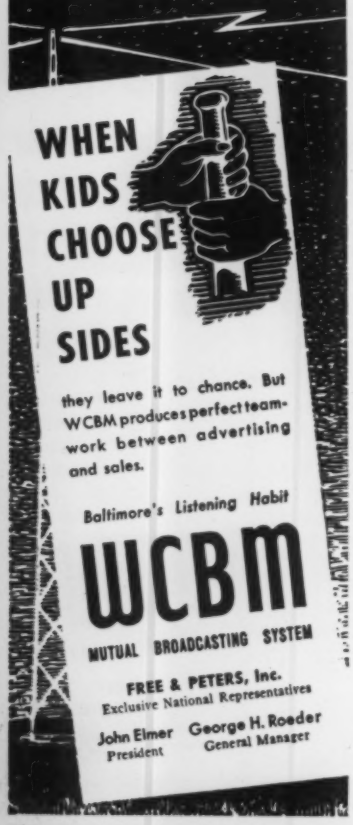
The only New Orleans Station using all these means to build Listenership continuously

- 24-Sheet Posters
- Newspaper Advertising
- Street Car Dash Signs
- Point-of-Sale Displays

Folks Turn first to-

WWL
NEW ORLEANS

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts - Clear Channel
CBS Affiliate
Represented Nationally by The Katz Agency, Inc.



Yale Forum

(*Continued from page 20*)

broad powers to regulate programs under some vague and meaningless standard such as "public interest, convenience or necessity" — that this agency be authorized to decree that one program or type of program is bad and must not be broadcast, that another program or type of program is good and must be broadcast, that there must be certain rules followed if you are going to broadcast this-or-that type of program that there must be various proportions or balance followed as between various types of programs, and that advertising can be broadcast only subject to certain restrictions as to amount and character."

Sufficient Reason?

Citing the Commission's belief that "advertising on the radio is excessive and sometimes in bad taste," Mr. Richards asked. "Is this sufficient reason to bring program traffic of the world's most forceful medium of public opinion under the surveillance, let alone the influence, of the United States Government?"

It is just because radio is so powerful that governmental regulation is necessary, Mr. Siepmann replied. His remarks drew heavy applause. The fact that the average person listens to his radio 3½ hours a day, he said, gives radio an influence that dwarfs the power of school, pulpit or press.

"Radio is too powerful to be entrusted to any single group without an overriding control," he said. Radio would not be safe in single hands, either of government or of private business, he added, expressing the belief that "reserve power must be vested in the government to preserve radio from the abuses which are inevitable in any field operated by individuals with profit motives."

Defending the Blue Book as an FCC attempt to secure a more balanced program fare, Mr. Siepmann declared that the Commission "should hold the licensees responsible for programming and not let them turn programs over to the advertisers."

Mr. Caldwell depicted the basic issue as the proper interpretation of the phrase "public interest, convenience or necessity" which Congress put into the act to guide the Commission in its regulations. The Supreme Court, he stated, has held "that the scope of the standard is not unlimited but is confined by the purpose of the act, the requirements it imposes, and the context. There is not a word in the act lending color to any claim of jurisdiction to regulate programs and there are several strong implications the other way.

"The standard has never been used, before or elsewhere, as a criterion governing communication of intelligence, whether information or entertainment, and has no meaning or sense when so used. As applied to the technical, physical and economic aspects of radio it does have a fairly intelligible meaning, particularly in view of the other provisions of the act."

Mr. Caldwell introduced a new interpretation of the application of "public interest, convenience and necessity." Radio's detractors, he said, claim that the act provides that broadcasting stations must operate according to this stipulation. "It does no such thing," he said. "It provides that the Commission must operate according to that standard, both in making regulations and in making decisions on applications." He charged that the Commission was falling short of performing its task "in the public interest," emphasizing that technical matters at the FCC are neglected "largely, though not entirely, due to the preoccupation of a majority of the Commission with Blue Books, fulminations against soap operas, sponsors and advertising agencies . . ."

CERTIFICATE of Accomplishment is presented to Johnny Carpenter (l), director of special events for KOIN Portland, Ore., by Mayor Earl Riley, for the station's "outstanding achievement in the field of Public Safety Education." KOIN has presented two traffic shows weekly, one since 1937, the other since 1940. The Mayor and traffic commissioner especially cited Harry Buckendahl, manager; Ted Cooke, program director; and Bill Mears, production manager of KOIN.

The debates in Congress before the passage of the original radio act make it clear that there was no intent to include programs in this standard, Mr. Caldwell said. "Once you admit that the standard embraces programs it is impossible to draw any boundaries to the FCC's power . . . as a practical matter, such a standard as to programs cannot be intelligently applied or enforced."

CASE NAMED MANAGER OF WINK FORT MYERS

GEORGE T. CASE, who has been associated with radio for 18 years, assumed new duties on Jan. 1 as general manager of WINK Fort Myers, Fla., coincident with the transfer of the station from Ronald B. Woodyard to the United Garage and Service Corp., Cleveland.

George T. Case

Stations with which Mr. Case was associated include WCKY WCPO WIS WDNC WRAL WING WTMV WCFL WGN WBBM and KABC. He was assistant program director and production manager for CBS and WBBM for three years, leaving to set up programming facilities for KABC San Antonio as it prepared to increase power from 250 w to 50 kw. After finishing this job Mr. Case joined the War Assets Administration in Texas as radio program director. During the war Mr. Case served with the U. S. Coast Guard Reserve, and while in the service found time to write radio and television courses for De Forest Training Schools and the Chicago Institute of Broadcasting and Television.

Appointment of the following other staff members at WINK also has been announced: Lawrence S. Roser as chief engineer, Marshall T. Pack and William Snyder as announcers, and Cleve Cleveland as engineer.

FOR GREATER COVERAGE AT LESS COST PER CAPITA IN PENNSYLVANIA'S RICH ANTHRACITE REGION

1000 W **WHWL** 730 KC

IS A MUST!

"ANTHRACITE'S GREATEST DAYTIME COVERAGE"

NANTICOKE, PA.

FORJOE & COMPANY
National Representatives

EXPECTED ON THE AIR SOON!

SEND-OFF PARTY for Leslie Joy, who resigned as general manager of KYW Philadelphia, was given by Westinghouse and KYW executives. Attending were (l to r, front row): Walter E. Benoit, vice president of Westinghouse Radio Stations; James P. Begley, KYW program director; F. M. Sloan, WRS assistant general manager; J. B. Conley, WRS general manager; B. A. McDonald, WRS sales manager; Mr. Joy; Robert E. White, newly-appointed general manager of KYW; W. B. McGill, WRS advertising manager; Carl Wyman, KYW studio supervisor. (Back row): John Michaels, KYW transmitter engineer; Harvey McCall, KYW sales manager; John P. Meagher, KYW publicity director; W. C. Galleher, KYW educational director; L. R. Rawlins, WRS industrial relations manager; I. C. Ruby, WRS auditor; A. H. Bates, KYW auditor; D. A. Myer, WRS chief engineer; George Steen, WRS legal department; I. N. Eney, KYW chief engineer; Clarence Fuhrman, KYW musical director; and H. Gordon Hawkins, WRS educational director and program supervisor.

Congress

(*Continued from page 20*)

that Truman sly grin, were captured by the cameras.

During his speech when he called for a balanced budget in the next fiscal year, the President once more kidded his former colleagues when he remarked: "I hope the Congress will cooperate in this measure of economy."

Again the cameras caught the sparkle in his eyes—the grin that played about his mouth, while the audio microphones picked up the spontaneous laughter and applause —from the Republican side of the aisle.

Throughout the President's speech, the cameras shifted from a closeup of Mr. Truman, to various spots in the House chamber. Here and there sedate Senators and Representatives tugged at ears, shifted positions. Some picked noses. One member held in his lap what appeared to be a comic book. It may have been a pictorial publication.

Maj. Gen. Harry S. Vaughan, the President's military aide, and Rear Adm. James H. Hoskett, USN, his naval aide, sat at rigid attention to the President's right at the end of the officials reporters' table when the speech began. About midway the television cameras wandered in that direction, revealing General Vaughan comfortably slouched against the table, his left arm hooked over its top. Admiral Hoskett looked bored. A few feet away J. Leonard Reinsch, Presidential radio adviser, was closely following a script.

On occasion the President seemed to speed up his delivery. Then he'd glance to the side, slow down, as if cued to "watch it" by Mr. Reinsch.

As the cameras scanned the chamber again, Sen. Robert A. Taft (R-Ohio) was seen toying with his fingers. Two other members of Congress nearby twiddled their thumbs. Facial expressions were something to behold.

By the time this reaches print the nation will have been well informed as to what the President said. All four major networks carried his talk as well as CBS, NBC and DuMont television stations, which pooled their facilities. Newscasters and commentators have covered the address thoroughly, as have daily newspapers.

From a radio point of view the big news was that history was made. It was the first time a President of the United States had been televised addressing a joint session of Congress. It likely won't be the last.

The set over which this writer viewed the proceedings was a $350 table model RCA, with 8x10-inch screen, installed complete with a one-bay antenna and a year's service for $50, making the overall investment $400. Reception was from the Allen B. DuMont Washington station, WTTG, operating on channel 5.

Kleig Lights Detract

Kleig lights used by movie cameramen detracted from the television pickups. The President's face was as nearly perfect as a camera could record it. Faces of members, particularly when the cameras were swung about at an angle with or facing the glaring lights, were chalked out occasionally.

When the Capitol is remodeled in the next two years and indirect lighting is installed, there should be no need for flood lights for movie cameras. Television doesn't need them even under the normally poor lighting in the present House chamber.

While this writer was viewing the proceedings in a private home, other newsmen of Washington were at the WRC-NBC studios viewing the same affair carried by coaxial cable over two sets—one a prewar reflecting console in which a certain amount of distortion was noticeable, and the other a late projection model. Reception on the projection model was clear, with the picture appearing brighter than some past programs on that type of set. Some slight distortion and loss of detail was apparent at the top edge of the projected image.

White House Watches

Many members of the White House staff watched their chief on the RCA set installed temporarily in the President's office the week before [BROADCASTING, Jan. 6].

Since the 80th Congress opened, television history has been made twice. CBS, NBC and DuMont televised the opening of the House on Jan. 3, for the first time in history, and last Monday's telecast was the first of a President addressing Congress.

The House side is wired for television because joint sessions are held in the House chamber. The Senate is not yet wired, but reports are the Capitol architect is giving it consideration.

When the new plans for remodeling the Capitol go into effect, television will be part of permanent installations.

In addition to WTTG, the opening of Congress and the President's address were telecast by WNBT WABD WCBS-TV New York, and WPTZ Philadelphia.

KFMB Sells SAN DIEGO

San Diego shoppers are intensely loyal to San Diego stores and "shop" to the tune of $246,694,400 * a year—you can reap PLUS sales in this prosperous market with KFMB — reaching these buyers from "within".

*1945

KFMB
BASIC AMERICAN NETWORK (Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

Any town is a spot town tonight

ASK A JOHN BLAIR MAN

JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

INVEST YOUR AD DOLLAR WCKY s-ly
IN THE GREAT CINCINNATI MARKET
L. B. Wilson
WCKY
FIFTY THOUSAND WATTS OF SALES POWER

Hon. Reggie Schuebel
Duane Jones Co.
570 Lexington Ave.
Dear Reggie:
I wuz sweepin' up the hall tother day and heard cecil brake, the new promotion manager, talkin' to some guy at the chamber of commerce that was yellin' his head off. Seems cec ast him to estimate the christmas business the retail merchants did around here—and the guy claimed he left his crystal ball at home. Finely ca'med down enough to say that based on sales tax receipts for the month of december they did about 17 million dollars worth of business. 17 million bucks. Stars and gallusses! Guess that's why the wise folks are usin' WCHS. Its got southern west virginia in the palm of its hand, and 17 million bucks is a nice handful.

Yrs.
Algy

WCHS
Charleston, W. Va.

1947 *A Century of Progress*

As Utah celebrates its century of historic progress, KDYL is proud to occupy a firm place in its cultural and business life, earned in twenty-five years of service.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
JOHN BLAIR & CO.

FCC Actions

(Continued from page 60)

Jan. 9 Decisions . . .

BY COMMISSION EN BANC

FM Conditional Grants

Burbank Broadcasters, Burbank, Calif.—Authorized conditional grant for class A FM station, subject to further review and approval of engineering details.

Utica Observer-Dispatch Inc., Utica, N. Y.—Same, except class B.

The Derrick Pub. Co., Oil City, Pa.—Same, except class B.

Kenneth Edward Rennekamp, Oil City, Pa.—Same, except class B.

The Scranton Times, Scranton, Pa.—Same, except class B.

FM CPs Granted

The following were authorized construction permits; conditions (Note: power given is effective radiated power; antenna height given is height above average terrain):

CBS Hollywood—Class B, channel: 96.5 mc (No. 243); 230 kw; 2800 feet.

Standard Bcstg. Co., Los Angeles—Class B; channel: 96.9 mc (No. 245); 14.9 kw; 2980 feet.

American Bcstg. Co., Los Angeles—Class B; channel: 94.5 mc (No. 233); 45 kw; 2800 feet.

Consolidated Bcstg. Corp., Los Angeles—Class B; channel 94.9 mc (No. 235); 10 kw; 1600 feet.

The Times-Mirror Co., Los Angeles—Class B; channel: 99.3 mc (No. 257); 165 kw; 3160 feet.

Los Angeles Bcstg. Co., Los Angeles—Class B; channel: 95.7 mc (No. 239); 3.7 kw; 2120 feet.

KMPC Los Angeles—Class B; channel: 98.9 mc (No. 255); 460 kw; 3200 feet.

Echo Park Evangelistic Assn., Los Angeles—Class B; channel: 93.7 mc (No. 229); 48 kw; 740 feet.

Southern Calif. Bcstg. Co., Pasadena, Calif.—Class B; channel: 98.5 mc (No. 253); 14.7 kw; 2830 feet.

Harrisburg Bcstg. Co., Harrisburg, Ill.—Class B; channel: 98.9 mc (No. 255); 4.2 kw; 305 feet.*

Oscar C. Hirsch, Cape Girardeau, Mo.—Class B; channel: 95.7 mc (No. 239); 3.2 kw; 280 feet.

KFAB Lincoln, Neb.—Class B; channel: 96.9 mc (No. 245); 30 kw; 830 feet.

The Sun Pub. Co., Jackson, Tenn.—Class B; channel: 95.1 mc (No. 236); 48 kw; 640 feet.*

Memphis Pub. Co., Memphis, Tenn.—Class B; channel: 93.5 mc (No. 228); 515 kw; 620 feet.*

WMPS Memphis, Tenn.—Class B; channel: 93.9 mc (No. 230); 186 kw; 530 feet.

KGKL San Angelo, Tex.—Class B; channel: 94.1 mc (No. 231); 3.3 kw; 545 feet.

Wm. C. Forrest, Greenfield, Wis.—Class B; channel: 103.1 mc (No. 276); 37 kw; 1300 feet.*

TV—180-186 mc

E. F. Peffer, Stockton, Calif.—Granted CP for new TV station; channel 8, 180-186 mc; visual power 1.93 kw, aural 1.80 kw; antenna 337 feet.

TV—174-180 mc

American Bcstg. Co., San Francisco—Granted CP for new TV station; channel 7, 174-180 mc; visual power 5.4 kw, aural 2.7 kw; antenna 1281 feet.

Special Authority

Television Productions, Los Angeles—Granted special temporary authority to operate experimental television station W6XYZ and relay station W6XLA on commercial basis for period of 90 days.

AM—1490 kc

Pinnacle Bcstg. Co., Middleboro, Ky.—Granted application for new station, 1490 kc, 250 w, unlimited; engineering conditions. At same time Commission denied application of Cumberland Gap Bcstg. Co. seeking same facilities.

AM—1490 kc

Samuel R. Sague, Cleveland Heights, Ohio—Granted application for new station, 1490 kc 250 w, unlimited; engineering conditions. At same time Commission denied applications of WMAK, Forest City Bcstg. Co. and Cuyahoga Bcstg. Co. seeking same facilities at Cleveland.

AM—850 kc

News and Observer Publishing Co., Raleigh, N. C.—Granted application for new station, 850 kc, 1 kw, day; engineering conditions. At same time Commission denied application of Capitol Bcstg. Co. seeking same frequency, unlimited time, 5 kw, DA night, at Greensboro, N. C.

AM—1400 kc

James S. Rivers, Sanford, Fla.—Commission announced order granting application for new station, 1400 kc, 250 w, unlimited; engineering conditions.

*In lieu of previous conditions.

5 New FM Conditionals, 17 Final CPs; San Francisco, Stockton Video Grants

FIVE new conditional FM grants and 17 final construction permits for FM outlets were issued by the FCC last week. In addition two new commercial television stations were authorized, one for ABC in San Francisco and one for KGDM Stockton, Calif.

The conditional FM grants, subject to further review and approval of engineering details, went to Burbank Broadcasters, Burbank, Calif.; Derrick Publishing Co. and WKRZ Oil City, Pa.; *Utica* (N. Y.) *Observer - Dispatch;* WQAN Scranton, Pa. (*Scranton Times*). Burbank grant was for metropolitan outlet while the others were for rural stations. *Utica Observer-Dispatch* had previously been denied application for AM outlet [BROADCASTING, July 29, 1946]. Derrick Publishing owns *Oil City Derrick*, weekday morning paper.

The final FM CPs and assignments of facilities went to KNX KFVD KECA KGER KFAC KMPC KFSJ and Times-Mirror Co., all Los Angeles; KWKW Pasadena, Calif.; WEBQ Harrisburg, Ill.; KFVS Cape Girardeau, Mo.; KFAB Lincoln, Neb.; WTJS Jackson, Tenn.; WMC and WMPS Memphis; KGKL San Angelo, Tex.; William C. Forrest, Greenfield, Wis. Mr. Forrest is licensee of WIBU Poynette, Wis. WEBQ WTJS WMC and Mr. Forrest received new assignments in lieu of previously granted facilities. Times-Mirror Co. had been granted CP for new commercial video outlet last month. Assignment details of new FM station are given in Actions of the FCC, this page.

KGDM Stockton, Calif., received CP for new commercial television outlet on Channel 8, 180-186 mc, with visual power of 1.93 kw and aural power of 1.8 kw. Other television permit, granted to ABC, was for Channel 7, 174-180 mc, with visual power of 5.4 kw and aural power of 2.7 kw. ABC owns KGO San Francisco.

Zenith Radio Corp., Chicago, last week requested the Commission to delete the grant for its television station, WTZR. Reason reported was that it was impractical to continue with the operation at this time.

Burbank Broadcasters, conditional FM grantee, is composed of Sam Kerner, president and 29% interest holder, who is operator of Sam Kerner Agency, program production and writers and artists agency; Billy Gray, vice president, 23%, stage and radio entertainer; I. B. Kornblum, secretary, 2%; Albert Gail, 3%, news editor at CBS Hollywood. Several other minor stockholders include Samuel Tasker, Spencer Austrian, Eugene L. Mleczco and David Street. Firm's standard application previously had been designated for consolidated hearing with that of Morris Luskin.

Doughten Promoted

THOMAS P. DOUGHTEN, former assistant to Ray Vir Den, executive vice president of Lennen & Mitchell, New York, has been appointed manager of the New York radio department of the agency, and will continue with his duties on the Old Gold account in addition to his new post. Mr. Doughten succeeds Bill Mullen who has resigned. Prior to joining Lennen & Mitchell in November 1944, Mr. Doughten was with Warwick & Legler, New York, and before that was with Young & Rubicam for eight years in both the Chicago and New York offices.

PAUL PORTER SEES TRUMAN ABOUT TRIP

PAUL A. PORTER, former FCC chairman and one-time head of OPA, conferred with President Truman Thursday preparatory to his scheduled departure today (Monday) by plane as head of an American economic mission to Greece. The State Dept. disclosed that Mr. Porter has been given the following four-point assignment:

(1) Examine economic conditions in Greece and inquire into efforts made to restore and develop Greek national economy; (2) Consider measures necessary for reconstruction of essential transportation, power, manufacturing and other facilities; (3) Consider the extent to which Greece can carry out its economic recovery program through the use of resources there and abroad; (4) Recommend to the U. S. and Greek governments specific measures Greece should take to improve its national economy.

THE CANADIAN Government has permitted Philco Corp., Philadelphia, sponsor of the Burl Ives show on MBS, to let the star make an extensive personal appearance tour through the Canadian provinces during spring of 1947.

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Recording Equipment and All Accessories
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NAB-AFRA

(*Continued from page 15*)

flatly told the board he had been opposed to the compromise contract with AFRA from the outset but had yielded to the will of the majority. Mr. Stanton and Frank M. Russell, vice president of NBC, the other network members, stoutly defended the AFRA agreement.

The course which networks might pursue now that their compromise agreement with AFRA seemed scuttled was not entirely predictable. One plan contemplated that the networks, through their affiliate advisory committees, might offer to choose station representatives to act in place of the four NAB committeemen. It was not known whether that procedure would be acceptable to AFRA.

None Would Agree

Although none would agree to be quoted, few if any board members minimized the precariousness of the position into which the networks had been maneuvered by the board action. Most of them, however, were understood to fear a larger threat to the entire industry implied in what they regarded as a certain strengthening of AFRA organization that would result from NAB participation in a council whose primary function seemed to be intervention in, and therefore at least indirect recognition on a national scale of local negotiations between AFRA and network affiliated stations.

A desire to confine negotiations between the union and individual stations within local jurisdictions was said to have been a predominant motivation behind the refusal to endorse the council.

The resolution postponing appointment of representatives to the advisory council was introduced by Paul W. Morency, WTIC Hartford, Conn., and was said to have constituted a tempered reflection of the board's mood.

Other board members who offered resolutions were Leslie C. Johnson, WHBF Rock Island, Ill.; Campbell Arnoux, WTAR Norfolk, Va.; John J. Gillin Jr., WOW Omaha; and William B. Ryan, KFI Los Angeles, who now is in deadlocked negotiations with AFRA on the local level.

Refusal to Yield

One member was understood to have proposed that the board take an unequivocal position stating that it considered the participation in the council as at least a tacit endorsement of the secondary boycott.

Despite the heat of argument, most board members agreed the networks had made the minimum concession necessary to avoid an AFRA strike. Clearly implied in this sentiment, it was pointed out, was a determination by the NAB board to refuse to yield even that minimum concession respecting what it considered a secondary boycott.

Text of the board's AFRA-network resolution follows:

The Board of Directors, acting as a committee of the whole, instructs President Miller to appoint a committee to study, with the aid of our Legal Dept., the proposal that four members of the broadcasting industry be appointed by President Miller to serve on a committee created by action of the four networks and AFRA.

The board feels that not having seen the proposed contract, and not being sufficiently conversant with the matters and issues discussed during the prolonged negotiations between the networks and AFRA, and not having clearly in mind the area of discussion assigned to this committee, that it must of necessity have more information bearing on these points before it can act intelligently in the matter.

Therefore the committe which shall be appointed as provided above is instructed to report back to the next meeting of the NAB board with full information and recommendations. The board instructs President Miller to take no action in the matter in the interim.

Second Resolution

The second resolution, adopted while the board was "continuing its discussion of employe-employer relations," read:

Whereas, the NAB has been and continues to be unalterably opposed to secondary boycott in any guise and from whatever quarter, therefore

Be it resolved, that President Miller be instructed to prepare and issue to the press a clear, concise statement embodying the views of this board as herein expressed, and reaffirming its opposition to the secondary boycott.

AMONG the over 500 guests who attended the open house and cocktail party given by WTCN-FM Minneapolis at the opening of its new transmitter site Dec. 27, were Ed Hayek (l), owner of KATE Albert Lea, Minn., and Harry Linder, owner of KWLM Willmar, Minn. For its premiere transmission [BROADCASTING, Dec. 23, 1946], WTCN-FM presented a one-hour concert by the Minneapolis Symphony Orchestra, the first half hour broadcast on FM, the second on AM for comparison.

Radio Honors Mayor

MAYOR DAVID L. LAWRENCE of Pittsburgh has received an award from the city's five radio stations in recognition of his outstanding use of radio to keep Pittsburgh residents informed about the community's problems. The presentation was made by Joseph E. Baudino, KDKA general manager, on behalf of all the stations. The award was designed by Artist Vernon Lind and signed by Mr. Baudino, Cliff Daniels of WCAE, G. S. Wasser of KQV, Kenneth Brennan of WJAS and Frank Smith of WWSW. During the power strikes which threatened Pittsburgh twice in 1946 Mayor Lawrence made extensive use of radio.

FREE RADIO DEPENDS ON ADS, MILLER SAYS

STRESSING essentiality of a free press and an equally free radio to the welfare of the nation, Justin Miller, NAB president, told San Francisco Advertising Club members at their luncheon meeting in the Palace Hotel Tuesday that neither could exist in the traditional American form without financial support of advertising.

With "Advertising, a Public Necessity" as his topic, he urged advertising executives to use the tools of their trade wisely and so well as not to jeopardize or impair the freedom of radio and press. Advertising, he said, is essential to broadcasting as a guarantee for free speech.

Without direct mention of the Blue Book, he said "there is much to be done by broadcasters and advertisers to improve the character and content of programs. That is the American way. Perhaps we need the goad of criticism to get us into action. But it is one thing to admit error and seek improvement. It is quite another to lie down and let government walk over us and over the rights of our people.

"We cannot let little groups take over. Radio broadcasting as far as advertising goes, has become a favorite whipping board. . . . We must constantly be on the alert to champion and protect our rights of free press and free radio, or else we lose those rights."

NAB Sidelights

15th DISTRICT members, in honor of NAB board, staged a cocktail party and dinner in San Francisco's Forbidden City restaurant Jan. 7. Night spot was taken over for the entire evening. Event was arranged by John W. Elwood, chairman of entertainment for the host committee, and general manager of KPO-NBC San Francisco.

* * * *

BESIDE cocktails and luncheon at San Francisco's Old Cliff House, wives of visiting NAB directors and working staff at the board of directors meeting were taken on a 100-mile auto tour of Bay area by Mr. Elwood.

* * * *

ONE unexpected visitor during NAB board sessions at San Francisco was Bernard Koteen, FCC attorney in the city in connection with FCC hearing on Don Lee network contract policies, scheduled to begin next week in Los Angeles. He had planned to interview several affiliates along Coast, but found that most of them would be in San Francisco for meetings and holed in there.

WJR Detroit, has appointed the Stanley Boynton Advertising Agency, Detroit, to handle its advertising. Campbell-Ewald Co. previously handled the WJR account.

Your customers . .

Nearly 2 million people hearing your commercials, recognizing your brand name. For straight facts on the station that can introduce you to a responsive 2 billion dollar market in New England, write us today.

5000 WATTS 680 KC

50,000 WATTS SOON!!

Basic Station
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NATIONAL REPRESENTATIVES:
WEED & CO.

WFMJ SELLS
The Rich Mahoning Valley

More and More Local Advertisers Are Using WFMJ At Less Cost Per Listener . . .

You Can Do So Too

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO

COMING SOON
5000 WATTS

NBC on 590 is a
WOW
for OMAHA Plus
WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

BOY! WHAT A CURVE!
—and we're not talking about baseball or women. It's the exciting swing across, up and out the right upper corner of your sales chart—the direct result of WAIR's tremendous influence in this golden market.
WAIR
Winston - Salem, North Carolina
Representative: The Walker Company

ALL NORTHERN VERMONT
CHAMPLAIN VALLEY
BURLINGTON HAS THE ONLY
WCAX
STATION IN VERMONT
1000 WATTS • FULL TIME

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
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Final Authorizations Granted by FCC For AM Outlets; Kinston Grant Halted

FINAL authorizations for four new AM stations—in Cleveland Heights, Ohio; Raleigh, N. C.; Middlesboro, Ky., and Sanford, Fla.—were issued by FCC last week.

The Commission meanwhile set aside its Dec. 17 grant for a 1 kw daytime station on 1000 kc at Kinston, N. C. [BROADCASTING, Dec. 23], "pending further investigation of the qualifications of John G. Dawson, director and 16 2/3% stockholder of applicant corporation," Kinston Broadcasting Co. Mr. Dawson is one of 24 stockholders of the company and also is vice president of WFNC Fayetteville and stockholder of WLBJ Bowling Green, Ky. Nature of the "investigation" was not disclosed.

The Sanford, Fla. grant, for fulltime use of 1400 kc with 250 w, went to James S. Rivers, general manager of WMJM Cordele, Ga., trading as Southeastern Broadcasting System.

The Cleveland Heights, Raleigh, and Middlesboro authorizations came in final decisions effectuating proposed grants issued Dec. 11 [BROADCASTING, Dec. 16], and in each case mutually exclusive applications were denied.

The grantees: Samuel R. Sague, formerly with WMOH Hamilton, Ohio, and WJW Akron (now Cleveland), for 1490 kc with 250 w fulltime at Cleveland Heights; Raleigh *News and Observer*, headed by Josephus Daniels, former Secretary of the Navy and Ambassador to Mexico, for daytime operation on 850 kc with 1 kw at Raleigh; Pinnacle Broadcasting Co., owned by E. P. Nicholson, lawyer and banker, and John Wallbrecht, banker, for use of 1490 kc with 250 w fulltime at Middlesboro.

Denials in these proceedings went to: WMAK Inc., Forest City Broadcasting and Cuyahoga Broadcasting companies, Cleveland; Capitol Broadcasting Co. (licensee of WRAL Raleigh), Greensboro, N. C.; Cumberland Gap Broadcasting Co., Middlesboro.

RADIO AWARDS GIVEN BY NEWSPAPER GUILD

THE NEWSPAPER GUILD of New York, at its annual Page One Ball held Jan. 6 at the Waldorf-Astoria Hotel, New York, presented awards to eight radio personalities and an MBS program and gave a citation to WLIB New York.

Receiving awards were: Peter Lind Hayes, comedian of the *Dinah Shore* program on CBS, who received a show business award for "night club comedian of the year"; Fred Allen, NBC comedian, for "America's leading funny man"; Henry Morgan, ABC comedian, for "his unique brand of adult radio satire"; Howard K. Smith, CBS European chief, for "his expert commentaries on world affairs"; William S. Gailmor, former WJZ New York commentator, for "unflinching courage and conviction in commenting on the news"; the MBS program *Superman* for "its dramatic offensive against intolerance"; James E. Sauter, head of Air Features, New York, for "work in providing entertainment for service personnel; William L. Shirer, CBS commentator and special writer for the New York *Herald Tribune*, for "keeping his feet on the ground" in reporting world affairs; John Crosby, who writes a radio column "Radio In Review" in the *Herald Tribune*, for "fresh and much-needed criticism of radio."

WLIB New York received a special citation from the Guild for "exemplary efforts in radio journalism in 1946" [BROADCASTING, Dec. 30, 1946].

Says Business Men Okayed KSTP Deal

AVCO Financing Plan Endorsed, A. G. Bush, St. Paul, Asserts

A ST. PAUL BUSINESS MAN, A. G. Bush, vice president of the Minnesota Mining and Manufacturing Co., has challenged statements that Twin City business interests are opposed to the proposed financing by AVCO for the sale of KSTP to Stanley E. Hubbard, general manager of the station, now pending before the FCC.

In an open letter published in the *St. Paul Pioneer Press* Jan. 8 Mr. Bush said he had participated in a meeting with a group of St. Paul business men at which Mr. Hubbard had outlined the proposed sale of outstanding stock to AVCO, and that the group had endorsed the proposal. He said he and the group had also rejected an offer by William F. Johns Sr., of Rutter Johns Co., Chicago newspaper representatives [BROADCASTING, Dec. 16].

Mr. Bush said that in his opinion it was not "entirely fair" to attempt to buy out a business from under Mr. Hubbard which the latter had successfully built up.

"If it were not for the peculiar regulations of the FCC," he said, "this deal would have been closed at the time our group recommended he accept the AVCO offer."

The group headed by Mr. Johns met the AVCO offer of $825,000 under the FCC competitive bid regulation Dec. 16 and a date for hearing is still pending before the Commission.

Mr. Johns, contacted in Chicago, termed the Bush letter "interesting" and said Mr. Bush was entitled to his opinion but that it did not necessarily reflect the thinking of other St. Paul business men.

BAND MEN'S TAX CASE GOES TO HIGH COURT

THE SUPREME COURT last week granted a review of a case involving the question of whether the social security taxes of dance band members must be paid by band leaders or the owners of places of entertainment where the bands play.

The case, which reached the Supreme Court on an appeal by the operators of the Crystal Ballroom, Dubuque, Iowa, from an Eighth Circuit Court of Appeals ruling, revolves around the validity of American Federation of Musicians contracts with ballroom and night club owners designating the owners as "employers" of the orchestra for the duration of the engagement.

These contracts, the United States District Court for Southern Iowa held, have "the avowed purpose of protecting the (orchestra) leader from taxes as an employer." However, the Eighth Circuit Court of Appeals took a different view, subsequently ruling that the contracts were valid and that night club and ballroom owners must pay social security taxes of musicians playing on their premises.

It was this ruling which led the owners of the Dubuque ballroom to take the case to the Supreme Court. The case will be handled by the Court in regular order and probably will not be reached until sometime in March, it was said.

Winners in Cantor Show Promotion, Announced

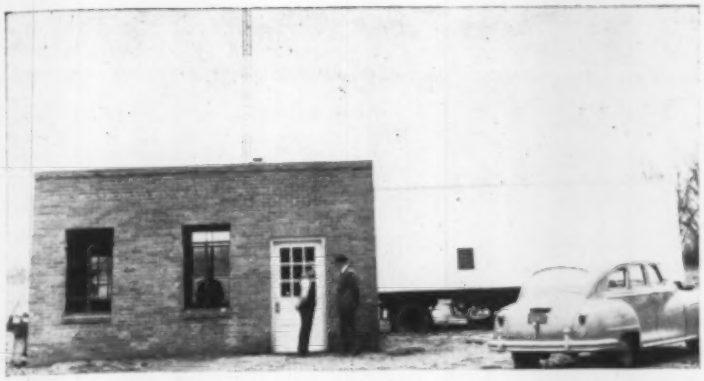
KGNC Amarillo, Tex., won top award of $1,000 for best promotion effort by any NBC station carrying Eddie Cantor Pabst Blue Ribbon program, according to Warwick & Legler, Hollywood, office of agency servicing account.

Second prize of $500 was given to WRDO Augusta, Me. Ten $100 third prizes were awarded to following stations: KOA Denver, KODY North Platte, Neb., KELO Sioux Falls, S. D., WIBA Madison, Wis., WAZL Hazelton, Pa., WINR Binghamton, N. Y., KIDO Boise, Ida., KOMO Seattle, KRGD Weslaco, Tex., and WHIS Bluefield, W. Va.

Radio editors throughout the country served as judges.

Goodyear Places

GOODYEAR TIRE AND RUBBER Co., Akron, Jan. 26 for 52 weeks begins a public service program on ABC, *The Greatest Story Ever Told*, Sun. 6:30-7 p.m. New series, conceived by and written under the supervision of Fulton Oursler, senior editor of *Reader's Digest*, will broadcast no product references or commercial announcements other than the mention of the sponsor's name. Agency is Kudner Adv., New York.



TRAILER VAN 28 by 7 feet houses studios and control room of WTNT Augusta, Ga., 250-watt NBC outlet which went on air Jan. 1 on 1230 kc. Standing in front of transmitter building are Chief Engineer Ted R. Woodard (l), who originated trailer studio idea, and Edgar W. Teasley, vice president and general manager. In background is 208-foot Wind-Turbine tower.

WTNT Using Trailer Van As Studio, Control Room

"OPERATION TRAILER" aptly describes broadcasting operations at WTNT Augusta, Ga., which went on the air Jan. 1 on 1230 kc [BROADCASTING, Jan. 6]. Officials of the 250-w NBC affiliate were anxious to start broadcasting at the earliest practical date and, with postwar construction limitations in mind, WTNT's chief engineer, Ted R. Woodard, came up with the idea of using a trailer van for studio purposes. The result was that WTNT was able to go on the air only a month after the construction permit was granted on Dec. 2.

The trailer studio, which is 28 feet long, 7 feet wide and 7 feet high, comfortably houses all the equipment found in large, permanent studios, according to Edgar W. Teasley, vice president and general manager of Georgia-Carolina Broadcasting Co., WTNT licensee. It is divided into three rooms, with the control room located in the center of the van, a studio at one end and news room at the other end. Framed observation windows divide the control room from the other rooms.

Floors are carpeted, and walls and ceilings are acoustically treated for proper sound effect. There are microphone outlets in both the news room and the studio. The studio, largest room in the trailer, has ample space for instrumental and other group broadcasts, Mr. Teasley says. All rooms are heated electrically.

A brick building adjoining the trailer studio houses the Raytheon RA-250 transmitter. Transmitter building, trailer studio and 208-foot Wind-Turbine tower are located within a 25-yard radius in a field near the Augusta city limits.

Funnies Dramatized

COMIC STRIP dramatizations are being featured on new bi-weekly program, "Fun With the Funnies," over KOAD-FM Omaha, Neb. Dick Low and Myrna Peterson of KOAD staff act out parts of comic strips found in Omaha World Herald.

LABOR - MANAGEMENT COOPERATION URGED

INABILITY of unions and management to recognize that they both "feed from the same table" may lead to a man-made depression, reaching sizable proportions if industrial strife persists, Richard P. Doherty, NAB director of employe-employer relations, told the San Francisco Lions Club Tuesday.

Management must rid its mind of the "irrational idea" that a depression "will put unions in their place," Mr. Doherty said, calling this concept "wishful thinking of the worst and most dangerous kind." "If American unions are dealt a blow by a forthcoming depression, the radical element in labor will gain in strength and power. The result will be a far more militant labor movement and a much enlarged program of social legislation and control under the political aegis of the Government.

"We must now decide," he said, "whether: (1) we shall have sound employer-employe relations under capitalism, thereby recognizing the mutual welfare and responsibility of labor and management, or (2) accept the socialist theory of a labor class in perpetual conflict with the property ownership class."

FCC Orders Probe of WU Proposal to Cut Service

FCC last week ordered an investigation starting Feb. 10 regarding plans of Western Union Telegraph Co. "to discontinue, reduce or impair service."

FCC said the action resulted from letters received by the Commission from Western Union relating to reduction of hours; from Commercial Telegraphers' Union charging that the closing of offices and hour reduction would be detrimental to the future of the telegraph industry; and letters from the public complaining against curtailment of service.

Sees Public Losing Its Faith in Video

Electronic Color Exponent Hits Manufacturers' Stand

CHICAGO ADVERTISERS were told Jan. 7 that present television broadcasting on the low definition black and white 50 mc band will destroy public acceptance of the medium. The warning was sounded by H. C. Bonfig, vice president of Zenith Radio Corp., one of the industry's leading exponents of electronic color.

Mr. Bonfig told members of the Chicago Advertising Executive Club that attempts by manufacturers and television stations now in operation to force black and white television on the public are both dishonest and discreditable to the public. He termed present black and white receivers obsolete and denied arguments by their manufacturers that they could be adapted to color by the addition of converters.

Apart from the color problem, television's greatest obstacle is the means by which it can be made available to the public, he declared. He said advertisers would be unable to finance the cost of video as an entertainment medium, based on estimated production expense. Until some means is found to make television a paying proposition, the public will continue to see substandard video, Mr. Bonfig added.

Failure to consider television as something entirely new rather than as an adjunct to radio has crippled the media many times, he said.

He warned the advertisers, many of whom are already financing television programs on WBKB Chicago, that black and white video is being handicapped by the same stubbornness that typified the slow changeover from narrow to standard gauge rail in the railroad industry, and from DC to AC in electrical appliances.

He said the television industry must be prepared to junk its investment in black and white and to plan now for eventual color if it hopes to enjoy public acceptance.

"The sooner we convince 'televisionaries' that advertisers haven't sufficient money to pay for continuous entertainment on tele the sooner the industry will start applying its brains to a technical solution for obtaining a box office," he said.

Break Ground Feb. 1

GROUND BREAKING ceremonies for the two-and-a-half million dollar MBS-Don Lee radio and television studios in Hollywood takes place on Feb. 1. The 112,000 square feet of space will contain 18 studios, and the network is constructing a quarter-million dollar master control panel which will have facilities for AM, FM and television. The studios will be located on Vine St. between Homewood and Fountain Sts.

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TRANSMITTER NOW UNDER CONSTRUCTION
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OKLAHOMA CITY'S CBS STATION
National Representative: FREE & PETERS, Inc.

In this area, OUR OUTLET is YOUR INLET for GREATER and faster SALES!
CHNS
HALIFAX NOVA SCOTIA
5000 WATT TRANSMITTER NOW GOING UP!
JOS. WEED & CO.
350 Madison Ave., New York,
Have All the Answers!

ONE OF THE GREAT STATIONS OF THE NATION
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PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

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RADIO WOW 5000 WATTS OMAHA
WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

HORACE N. STOVIN AND COMPANY
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

Excess Insurance Covering
LIBEL and SLANDER
We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

CHANGING YOUR ADDRESS?
then...
RUSH US A CARD
OR EVEN BETTER
BEAT ON THE TOM-TOMS
OR SEND US A LETTER.
GIVE US A RING
USE RADIO, TOO
BE SURE TO TELL US
WHEN YOUR ADDRESS IS NEW.

FMA Meeting

(Continued from page 13)

complete 1947 lines, Mr. Taylor explained.

In his welcome address Mr. Hofheinz reviewed the history of FMA, explained how it was conceived in Chicago after the FMBI dissolved.

Miracle of Radio

"FM is faced with the problem of accomplishing now the miracle of radio," said Judge Hofheinz. "When we review history and find that it took 25 years to put 900 AM stations on the air, and that FM in a period of two years will put 1,000 stations on the air, we can appreciate the tremendous problem that confronts the entire industry — manufacturers, suppliers, receiver makers and broadcasters. No industry that has mushroomed so quickly can possibly fail.

"We as an association propose to rally together those who have the primary interest in FM in seeing that the American public becomes thoroughly familiar with the advantages of FM broadcasting."

Judge Hofheinz said that at least six FM stations have been on a self-sustaining or profit-making basis since their inception, adding: "It has been proved that it can be done."

Professor Armstrong, citing a story about the late Thomas Edison who spent hours in his laboratory "trying to prove what the Second Circuit Court of Appeals said was obvious," declared: "We're trying to get on the air with 10-kw transmitters, which were promised by August 17, 1945, by a former chairman of the FCC."

$100,000,000 Business

The FM inventor cited statistics to show that, based on December's consumer purchases of FM sets, the FM set business has a potential of $100,000,000 a year, and it is going up.

"You don't stop a $100,000,000 business by talking it down," he told the FMA. "That's the law that's bringing them in," he said, referring to set manufacturers. "The evidence indicates manufacturers can sell FM sets as fast as they can be turned out."

Professor Armstrong said there are only two potential dangers to the $100,000,000 annual set business.

"FM is now living on its past reputation from the old band and high power," he explained. "Service just as good must be rendered very shortly by getting out high power or the public will become unsold on FM as being a noise-free service. The second danger is—this pot of gold is going to introduce into the set business a lot of people who don't know how to make good receivers. We are going to have some bad sets along with the good ones unless broadcasters see to it that full information is in the hands of the public.

"FM has been on dead center. It's ready to roll. How well we go ahead depends on you members of the FMA. I urge you to impress upon the people to get demonstrations of FM sets and look them over carefully before buying. If the dealer is honest—and I'm confident the vast majority are—a poor FM set will show up bad in a demonstration, as against a good one."

BY BRUSHING his hand across the highly-sensitive mechanism of the specially adapted Hallicrafters set, David Van Wallace can easily operate his receiver. He was almost completely paralyzed when his neck was broken as a result of a diving accident in the U. of Notre Dame pool several years ago when he was a student there. William "Red" Maher, former Notre Dame halfback, now assistant sales manager of Hallicrafters, and another Notre Dame alumnus, Raymond W. Durst, firm's vice president, called upon Hallicrafters' engineers to design the set.

Major Armstrong said the $100,000,000 FM set business came about "through the drive put back of it by Zenith in receivers and General Electric in transmitters, assisted by such well-known pioneers as Radio Engineering Laboratories, Stromberg-Carlson, Freed, Scott, Magnavox and others." He paid tribute also to the FM broadcasters who have conducted local campaigns, declaring:

"You have men in your organization who know how to promote FM. We engineers have given you the tools. Now it's up to you, the broadcasters."

He said estimates placed the 1946 set output at between 130,000 and 140,000, with some 45,000 produced in December.

5,000,000 Sets

Mr. David told the FMA that by the end of 1947 about 5,000,000 FM receivers will have been produced. He predicted that some 900 or more stations would be in operation within the year, adding: "That is the biggest thing that has ever happened in radio broadcasting, the FM transmitter business, or the FM receiver business."

Mr. David saw 1947 as "FM's year." In 1946 industry was faced with reconversion, strikes, unavoidable delays, broken promises and general confusion, plus these major problems in the FM industry: new transmitter designs, for 100 mc; development of new tubes for FM, especially high power; development of new antennas and lack of resources and manpower, which were available for the war but are "not at our command."

Despite the handicaps GE manufactured and shipped a substantial number of lower-power FM transmitters, antennas, station monitors and speech input equipment. The manufacturing industry by the end of 1946 had shipped transmitter ratings of 250 w, 1 and 3 kw and a few 10 kw, he said.

During the first half of 1947 many more 3 and 10-kw transmitters will be shipped, with some 50-kw equipment available the last half of the year.

"Most of the FM stations should be operating this year with final effective radiated power," he said. "That will give us the first opportunity to really prove what FM can do in an assigned service area. It will give the public a new conception of radio broadcasting.

"As to networks for FM," Mr. David continued, "I have heard very few predictions. However, if the public prefers to listen to FM, as I am confident they will, then that preference will take care of the network problem."

Manufacturers who displayed late model FM sets at the Statler Hotel in conjunction with the FMA meeting were: Crosley Corp., Stromberg-Carlson, Zenith, RCA, The Hallicrafters, GE, Scott, Freed and REL. In addition to displaying models the manufacturers also conducted demonstrations.

Press Assn. installed the AP Radio Wire at the FMA news headquarters to keep visting delegates informed of late news.

RKO Official Says Mexico Is Enthused About Video

MEXICAN enthusiasm for television is running high, according to Ralph Austrian, president of RKO Television Corp., who is in Mexico City arranging for production facilities for his company. Mr. Austrian spent the month of December in Mexico, was back in New York for a few days and has returned to the Mexican capital for another two or three months to continue his research on that country's video potentialities.

During his first month in Mexico, Mr. Austrian said, "I have had dozens of visits and conferences with many interests who are determined to be first with television in Mexico. Plans are under way for the establishment of a transmitter in Mexico City and transmitters in four other cities. Most of the negotiations are still in the confidential stage, but news of the culmination of plans is expected momentarily."

Television receivers probably will be imported into Mexico in knock-down form and assembled there, Mr. Austrian said.

Registration for FMA

Maj. Edwin Armstrong; Leonard L. Asch, WBCA; Ross H. Beville, WWDC-FM; Frank H. Bottenus, WGHF-FM; Louis G. Buisch, WWHG-FM; E. T. Campbell, WJZM; Marion Claire, WGNB-FM, L. B. Cornwell, Radio Music Corp.; Jeremiah Courtney; Carl Aultman; W. R. David, WGFM; John T. Dowdell, WIBX-FM; George S. Driscoll, WHFM; J. P. Finneran, WCSI; Fred W. Fischer; Millard L. Fisk, WFMZ-FM; J. H. Frederick, WFMZ-FM; Paul R. Fry, KWON-FM; Hughserd A. Giesel, WBCM-FM; Dr. G. A. Gill, WCNC; Glenn D. Gillett; Gordon Gray.

Andrew G. Haley, KAGH-FM; Ed Harris, WCNC; A. T. Hawkins, WGBR-FM; Swiney B. Hawkins, WNBF-FM; Arthur Hull Hayes, WCBS-FM; Mrs. Roy Hofheinz, KOPY-FM; John V. L. Hogan, WQXQ; Thomas C. Holston; Thad Holt, WAFM-FM; Clyde M. Hunt, WTOP-CBS-AM; C. M. Jansky, Jr.; Norman E. Jorgenson; H. F. Kern, WIFM; Sam Kerner; Raymond F. Kohn, WFMZ-FM; W. K. Learny, WCNC; Sam Leavitt, WHWL; Arthur H. Lynch, Radio Music Corp.; K. G. Marquardt, WIBW-FM; Cecil D. Mastin, WNBF-FM; J. Gerald Mayer, Radio Consultant, Inc.; Winfield S. McCachren.

Thos. F. McNulty, WMCP; James H. Nen, CBS; Nicholas Pagliara, WEW-FM; Bernard G. Peter, WMCP-FM; Dana Pratt, RCA; Preston H. Pumphrey, Maxon, Inc.; Arthur Rhinow, Fed. Tel. & Radio Corp.; Norman Reed, WWDC-FM; Trueman T. Dembusch, WCSI; Scott G. Rigby; W. W. Robertson, KTRN; C. D. Sanborn, Fed. Tel. & Radio; Elliott M. Sanger, WQXQ-FM; Maurice Schapira; Geo. G. Scott, Fed. Tel. & Radio; James W. Seiler, WRC-FM; Milton Sleeper, FM & Tel. Mag.; F. M. Sloan, Westinghouse Radio; John P. Southmayd; Crump Smith, Fed. Tel. & Radio; L. C. Smith, Franklin Broadcasting Co.; R. L. Smith; Gordon Studebaker, KSON; Dr. J. W. Studebaker, Dept. of Education; John P. Taylor, RCA.

Walter Valerius, WKNP-FM; E. M. Waterbury, WOPT-FM; Helen Wood, WIBX-FM; Herbert S. Wood, WCFM; N. E. Wunderlich, Fed. Tel. & Radio; Earl B. Abrams, Radio News Bureau; F. H. Altdoerffer, WEAX-FM; Mrs. F. H Altdoerffer, WEAX-FM; Addison Amor, NBC-RRD; John R. Andrew; Bill Bailey, BROADCASTING; Philip M. Baker; R. T. Bartley, NAB; Edward F. Baughn, WGUN-FM; Jane Baughn, WGUN-FM; Robert M. Beer; WATG-FM; John S. Begley, WACE; Joseph Behr; Mark H. Biser; Tams Bixby, Jr., KBIX; Matthew H. Bonebrake, KOCY-FM; Leo W. Born, WTAD-FM; Willard Bowman, CP Syracuse; Robert Bradham, WTMA-FM; M. R. Briggs, Westinghouse Elec.; Robert J. Brown, General Elec.

Dwight Bruce, WTUC-FM; Frank Bryan, Washington Post; Eugene Burke; Ralph E. Cannon Jr., WINX-FM; Sol Chain, WBIB; Albert H. Chismark, WTRI-FM; Anton Chmela; John F. Clagett; Manning Clagett, Radio Daily; M. Clemments, Radio Retailing; Edward Codel, FM Business; Martin Codel, FM Business; Stanley E. Cohen, Advertising Age; Fred Coll; David S. Cook, Stromberg-Carlson Co.; Peter Corson, Union Sun & Journal; Bill Coyle, Evening Star; Bill Croker, AP Radio; J. R. Dairymple Jr., Scotland Brad Co.; Robert Deigert.

Everett L. Dillard, KOZY WASH; Donald Dobson, WBNB; George R. Donnelly, Commerce Dept.; Charles Inge Eckel; Hudson Eldridge, WASH; Vhstird S. Rilrty, Hallicrafters; Robert T. Engles, WKID; Harold Essex, WMIT-FM; Richard G. Evans, WIZZ-FM; Dr. Millard C. Faught; William Fay, WHFM-FM; Arthur Freed, Freed Radio Corp.; Donald E. Gallaway, Stromberg-Carlson Radio; J. H. Ganzenhuberb, Western Electric Co.; Stanley Gerstin, FM Business; Harry L. Goldman, WROW-FM; Gordon Gray, WMIT-FM; W. Guenther, WLWA-FM; Frank A. Gunther, REL; James A. Hardman, WMFM; Robert Hardman, WMFM-FM; L. W. Herzog, WTMJ-FM; Alvin Hirschmann, WABF; E. J. Hodel, WCFC.

Roy Hofheinz, KTHT KOPY; Dorothy Holloway, Variety; A. R. Hopkins, RCA; Earl Chull, WHLD WHLD-FM; William R. Hutchins, WFMR; George M. Ives, WRGK; Dan Jayne, WELL WELL-FM; R. H. "Dick" Johnson, WSVA-FM; E. Z. Jones, WBBB-FM; Thomas N. Jordan, WMIW; Le Roy Keller, UP; Gaines Kelley, WFMY; H. S. Killgore, Collins Radio Co.; A. Lewis King, WFMO-FM; John Koepf, Fort Industry; Earl J. Kohn, WFMZ; F. Van Konyburg, WTCN WTCN-FM; William C. Koplovitz; F. Ernest Lackey; WHOP WHOP-FM; Pierce E. Lackey, WPAD-FM; Hugh D. Lavery; Clarence Leich, WGBF WBOW WMLL WBOW-FM; Richard F. Lewis Jr., WINC WINC-FM; R. P. Lowdermilk, Office of Ed.; C. D. Lutz, KYFM; William J. McNally, WTCN WTCN-FM; W. V. Macy Jr., WFSS.

William Maxon, WPOE; William H. Malone, WGTM WGTM-FM; Harland Manchester, Reader's Digest; Ray H. Manson, WHAM WHFM; Leonard H. Marks; Don C. Martin; Jay E. Mason, WJTN WJTN-FM; Chris Mathisen, Evening Star; John Mayo, Lang Worth; Donald J. Mercer, NBC; E. P. Mills Jr., WELL WELL-FM; N. Blair Munhofen, WFSS; Jim Moore, WSLS; A. F. Murray, TELE-TECH; Marjorie Moore, NAB; Harry B. Miller, Lanevine Co.; Robert Morrison, NBC-RRD; M. S. Novik, Unity Bcstg. Co. of Tenn.; Andrew H. Older, Radio Daily; Reeve Owen, WTOC WTOC-FM; Donald S. Parris, Commerce Dept.

E. J. Paxton Jr., WKYB WKYC; Gene Peak, WPAD WPAD-FM; Joel Peterson, TELE-TECH; Marlen E. Pew Jr., Maxon Inc.; Dale Pollarb; John C. Praitt, WFMZ; C. A. Priest, WGFM; Williston A. Prouty, WJLK; Frank A. Randolph, Collins Radio Co.; Stanley W. Ray Jr., WRCM-FM WTMR; P. B. Reed, RCA Victor Div.; Paul W. Reed, WFAH; William A. Riple, WTRY WTRI; Jim Robertson, WFMD-FM; Walter J. Rothensied, WSBA; Harold B. Rothrock; Everett Rudloff, WJLK; C. R. Runyon; Betty W. Sague, WSRS WSRS-FM; Samuel R. Sague, WSRS WSRS-FM; Ed Sandford, New Rochelle Broadcasting; Allen W. Sayler; James D. Secrest, RMA; Robert J. Serling, UP Radio; Roger A. Shaffer, WSPA-FM.

F. E. Shopen, KOWH KOAD; Frank Stearns, AP Radio; Jack Stewart, Tower Realty Co.; Ed Taylor, Zenith Radio; Thos. B. Tighe, WJLK; Stephen Tuhy Jr.; Edgar H. Twamley, CP-FM; Fritz S. Tipdike, WRUN; Allen E. Wannamaker, WGTM WGTM-FM; John C. A. Watkins, Providence Journal Co.; Fred Weber, WDSU KATL WDSU-FM; E. A. Wheeler, WEAW; Edwin K. Wheeler, WWJ WENA; L. H. Whitten; Ben Williams, WTOC WTOC-FM; Robert F. Wolfe, WFRO-FM; Francis C. Wood Jr., WFMO.

O. R. Wright, KOZY; W. P. Wright, KRIG; John O. Young; Ben Atlas, Billboard; Hugh Boyd, Home News Pub. Co.; Edward M. Brecher, WQQW WQQW-FM; Brack Curry, AP; Bond Geddes, RMA; John B. Hughes, Western Plains Bcstg. Co.; Esther Kravitz, Kronstadt Adv.; Ted Leitzell, WEFM; Walter Krimont, WCFM; Norman M. Littel; Maury Long, BROADCASTING; Neville Miller; John Carl Morgan, WINC WINC-FM; Margaret R. Wolfe, WFRO-FM; T. A. Wright, R. M. Wilmotte Inc.; Seymour N. Siegez, WNYC WNYC-FM.

FCC REGISTRATION

Charles R. Denny, Chairman; Paul A. Walker, Clifford C. Durr, Ray Wakefield, Rosel Hyde, and E. K. Jett, Commissioners; Benedict Cottone, Harry Plotkin, E. James; Vernon Wilkinson, Charles McCoy, Gene Malyck, Albert Hall, Fanny Litvin, Jack Blum, George Adair, George Turner, John Willoughby, Cyril Braum, James A. Barr, Arnold Scrivseth, James Doane, Dallas Smythe, Leroy Schaaf, William Hensinger, George Gillingham, Lee Farran, Charles Clift, Virgil Simpson, James B. Sheridan.

Square the Circle . . .

LISTENER STATION ADVERTISER DEALER

with the SQUARE DEAL STATIONS
. . . for the BEST DEAL all around

WTRY
Albany, Troy, Schenectady
WSYR WELI
Syracuse New Haven
H. C. WILDER, President

Promote Religious Radio, Clergy Told

Workshop Speaker Urges Closer Cooperation With Stations

INCREASED ATTENTION to publicity and promotion for religious broadcasts was urged upon ministers and religious education leaders by Rev. Everett C. Parker, director of the Joint Religious Radio Committee, at the annual Radio Workshop held in New York last week.

Stressing the need for cooperation with local station owners who make time available for religious broadcasting, Rev. Parker said "no group has any right to air time unless it is prepared to furnish a station with program material of acceptable quality." He added that church groups must bend every effort to draw audiences to their programs by use of all available means of publicity and promotion.

Elinor Inman, CBS director of religious broadcasts and co-chairman with Rev. Parker of the Workshop, urged increased attention to script and program details for local broadcasts. She emphasized that broadcasts are directed to small family groups of from one to five persons, not large assemblages, and that different techniques must be used.

Special Training Needed

Pointing out that theological seminaries will have to devote increased attention to religious radio, Dr. Ross Snyder, professor of religious education of the Federated Theological Faculties of the U. of Chicago and educational counselor for the Workshop, stated that frequently theological students receive their only radio training as a small part of a standard speech course. The result, he pointed out, is that many ministers who receive free air time attempt to fill it merely by making a speech.

Sterling Fisher, director of the NBC University of the Air, said "what is needed is an aggressive use of the medium."

For a complete list of discussion leaders at the Workshop see BROADCASTING, Jan. 6 issue.

Civil Liberties Drive

A NATIONAL public service advertising campaign to promote American civil liberties was approved by the public advisory committee of the Advertising Council, which met last week at the Waldorf-Astoria Hotel, New York. Campaigns on the crisis in American education and tuberculosis were approved as well. All media, with radio playing a large role, will be used. The Council estimates that industry will provide at least $100,000,000 worth of public service advertising in 1947, with virtually all advertising agencies volunteering their services without charge to prepare the creative materials on these campaigns.

ILLEGAL OPERATORS INCREASING, SAYS FCC

AN INCREASE in the number of illegal radio operators was reported last week by FCC, which revealed that almost 200 have been apprehended since the end of the war and cited this as "proof positive that violators can't get away with it."

Noting that it is "concerned about the postwar reappearance of unlicensed radio transmission," FCC pointed out that violators may be fined $10,000 or jailed for two years, or both. Illegal transmissions may be heard by one or more of FCC's 22 'round-the-clock monitoring stations, the Commission explained, or "by a number of the now more than 25,000 radio stations of different types, 315,000 radio operators, or nearly 80,000 amateurs."

Philco Names Pitt

DR. COURTNAY PITT, who has been in charge of the preparation of all reports to stockholders at the Philco Corp., Philadelphia, has been appointed economist of the organization in charge of the division of economic research. Prior to joining Philco in 1941 Doctor Pitt served for five years as a partner in Ivy Lee and T. J. Ross, New York, specializing in economic matters.

AIRED especially for private pilots and members of Oklahoma Flying Farmers, thrice-daily weather report service has been started by WKY Oklahoma City.

Ever see a Spartan sell Tractors?

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 57 tractors and automobiles was $1500. Total sales: $85,500.

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

AM Freeze

(*Continued from page 13*)

all AM applications starts on page 26.

The freeze procedure provides for processing of Line 1 cases as in the past. In connection with Line 2 applications, as outlined both by the Commission and, at the engineering conference Monday, by Chief Engineer Adair and Chief James A. Barr of the Engineering Department's AM Section, will be as follows, with details to be worked out at a further FCC-industry conference today (Jan. 13):

According to Channels

Processing will be according to channels, probably starting with the "oldest" application and bringing in all others involving that channel. First will come an engineering conference among applicants for that channel. A "reasonable time," perhaps 15 days, will then be allowed for amendments—but any to change frequency power, or hours of operation will put the amended application into the pending files until the freeze is over.

A second conference will then be held, an FCC engineer will be named chairman of a committee of consulting engineers to prepare a channel survey which, it is hoped, all "parties will accept as accurate," and upon completion of the survey the applications will be turned over to the Commission itself for action.

Uniform methods of preparing applications and labeling exhibits are expected to be worked out, but the main immediate goal of the cooperative FCC-industry procedure will be to set up the engineering facts of a case for presentation to the Commission—to reach agreement among the applicants regarding the facts, rather than to decide or debate how the facts should be construed.

Starting May 1, normal processing will be resumed. Hearing cases designated during the freeze period will be subject to the same rules that normally are applicable. Throughout the freeze, FCC will "continue to act periodically" on pre-freeze applications and "decide as many hearing cases as possible."

RETIRING PRESIDENT of the National Assn. of Radio Farm Directors, Herb Plambeck (second from l) of WHO Des Moines, turns over gavel to his successor, Layne Beaty of WBAP Fort Worth. Standing behind microphone is Frank Mullen, executive vice president of NBC, and looking over Mr. Beaty's shoulder are Charles Worcester of WMT Cedar Rapids, new vice president of NARFD, and Homer Martz of KDKA Pittsburgh, secretary-treasurer.

Text of Notice Ordering Freeze

TEMPORARY EXPEDITING PROCEDURE FOR STANDARD BROADCAST APPLICATIONS

On August 16, 1946, the Commission announced the adoption of a new procedure for processing applications for standard broadcast stations. Under this procedure applications which present relatively simple engineering problems are placed in Processing Line No. 1 and those involving complicated engineering problems are placed in Processing Line No. 2. Within each Processing Line priority in starting the processing of applications is determined by the file number of the application.

Since that time satisfactory progress has been made with respect to Line 1. As a result, as things stand today, the time between the filing of an application which is placed in Line 1 and when it is acted upon by the Commission by granting it or designating it for hearing is between one and three months.

The progress on Line 2 has not been nearly so satisfactory. As of January 6, 1947 there were still 188 applications in this line. While this does represent an improvement over the situation which has existed in the past, it is still far from satisfactory and applications which are destined for Line 2 have no reasonable prospect even today of being acted on short of 9 or 12 months.

The main reason for the slowness in moving Line 2 cases results from the fact that these applications generally raise complex engineering questions requiring in almost all cases a complete channel survey. Channel surveys in general are difficult to make and are time-consuming. What has complicated the problem even more is that channel surveys are practically out of date before they are completed because in the meantime additional applications have been filed for operation on the frequency in question. With no immediate prospect in sight of any substantial lessening in the number of applications to be filed, it is obvious that no improvement in the movement of Line 2 applications can be expected as long as applications are continued to be accepted for filing.

In order to meet this situation, the Commission has determined to institute a temporary expediting procedure for the handling of standard broadcast applications for construction permits or modifications of permits. Any such standard broadcast application which is filed after February 7, 1947 and before May 1, 1947, will be placed in temporary pending files and will not be acted upon by the Commission nor considered by the Commission in acting upon applications filed on or before February 7, 1947. This procedure will apply not only to applications that would be placed in Line 2 but also to those that would be placed in Line 1. It is necessary to include Line 1 applications as well as those in Line 2 because of the adjacent channel interference problems that are presented. In addition, except as set forth below, during the period that the temporary expediting procedure is in effect, amendments to applications that affect the engineering aspects of the application, other than equipment, will result in the application being placed in the temporary pending files. This will apply to cases in hearing as well as those not designated for hearing. The only exception to the procedure for placing in the temporary pending files applications that are filed after February 7, 1947 are applications for modification of permit the filing of which is ordered by the Commission as a condition to a grant of a construction permit and those applications for modification of permits which do not request a change of frequency, power or hours of operation and which in addition do not involve any interference to any existing station or to any proposed station.

It is the Commission's intention to act upon all applications filed on or before February 7, 1947 by May 1, 1947; all such applications will either be granted or designated for hearing. In addition, the Commission will endeavor to dispose of as many hearing cases as possible. So far as non-hearing cases are concerned, applications in Line 1 will continue to be processed as at the present time; the applications will be taken up in the order of their file number. So far as Line 2 applications are concerned, a different procedure will be followed. Since experience has shown that in practically all such cases a channel survey is required, the Line 2 applications will be taken up channel by channel. The formula to be followed by the Commission in determining the order in which the various channels will be considered will be announced shortly after February 7.

When the Commission is ready to act on a channel survey, it will give notice to the engineers and attorneys for the applicants on that channel that an informal engineering conference will be held at a designated time and place. Representatives of applicants on adjacent channels may also be invited if this appears to be desirable. The engineers should be prepared to bring to this conference such engineering studies as are requested by the Commission.*

All technical phases of the applications will be considered at the conference. In many cases the discussions at the conference will disclose methods by which interference can be eliminated or reduced. After the conference is concluded, the parties will be given a reasonable time (15 days if possible) to make appropriate amendments to their applications to eliminate or reduce interference. In this connection no amendments will be accepted which would change the frequency requested or which would increase power or hours of operation unless the applicant desires to have his application placed in the temporary pending files. Following such amendments a second conference will be held to consider such amendments. At this conference a committee of consulting engineers under the chairmanship of a Commission engineer will be appointed for the purpose of preparing a channel survey within a specified period. It is hoped that as a result of these conferences a channel survey can be prepared which the parties will accept as accurate. Of course, parties will not be expected to agree to the exact amount of interference that would be acceptable or that specified directional antennas will prove to be feasible in operation. Upon the completion of the survey, the applications will be presented to the Commission for action.

It should be pointed out that during the period the temporary expediting procedure is in effect, the Commission will continue to act periodically on all standard broadcast applications filed on or before February 7, 1947 and to decide as many hearing cases as possible.

Beginning with May 1, 1947, applications will once again be processed in the usual manner. Applications designated for hearing during the period the temporary expediting procedure is in effect as to which the hearing begins after such period will be subject to the rules on consolidation, intervention, petitions for reconsideration in the same manner as other applications.

The substance of the procedure which is provided for by this public notice was discussed at an informal conference held with the consulting radio engineers on January 6, 1947 in order to determine whether their cooperation and assistance could be enlisted. It is obvious from a consideration of the plan that its success depends on the Commission being able to secure the assistance of additional outside engineers, since it is not possible to provide for additional engineers within the Commission's budget. The feasibility and desirability of this procedure was endorsed by these consulting engineers and they have promised their fullest support and cooperation.

The Commission is of the opinion that the temporary expediting procedure will not result in any prejudice to the rights of applicants. All interested persons will have until February 7, 1947 to file any applications they intend to file. As a result of the procedure the Commission will be enabled to move all applications now on file, or which may be filed on or before February 7, 1947. In addition, it should be possible to expedite decisions on cases in hearing. Finally, as a result of the removal of the backlog, applications which are placed in the temporary pending files as well as those filed after May 1, 1947 should receive much more expeditious consideration than is now possible and indeed Line 2 cases placed in the temporary pending files will in all probability receive earlier action as a result of the new procedure than they could have received were they required to wait the 9 or 12 months necessary for action on Line 2 cases under present procedure.

* In this connection, if no substantial changes are suggested in the proposed amendments to the Standards of Good Engineering Practice as adopted on December 20, 1946, the Commission will make such amendments effective by February 10, 1947 so that the engineering data at the conference may be submitted on the basis of the new standards.

WAKR AKRON
First in Listeners!
TOTAL RATED PERIODS*
HOOPER STATION LISTENING INDEX—DECEMBER, 1945 THROUGH APRIL 1946

Miami Paper Salutes Radio Help as Publication Resumes

COOPERATION between radio stations and newspapers reached a new high during a three-day pressmen's strike starting Jan. 4 which temporarily forced Miami's two dailies to suspend publication. Radio's assistance in disseminating news was saluted in an editorial in the *Miami Daily News* on Jan. 7 as the paper resumed publication.

The *News*, an evening paper, was first hit by the strike and missed its Saturday, Sunday and Monday editions Jan. 4-6. The *Miami Herald* (morning and Sunday) was unable to publish Sunday, Monday and Tuesday, Jan. 5-7.

Expand Schedule

The *Herald* made extensive use of its radio affiliates, WQAM and WQAM-FM, to give residents of Greater Miami and South Florida complete news coverage during the 3-day strike. The paper's managing editor, Lee Hills, and broadcast editor, John T. Bills, worked out an expanded news broadcast schedule. In addition, all members of the *Herald* local staff were instructed to cover their beats as usual and to turn their copy in to the broadcast department, which delivered carbons of all scripts it prepared to three other Greater Miami stations, WGBS, WKAT and WINZ. These stations were given leave to broadcast the material in its original form or to rewrite it as they saw fit.

Arrangements also were made with WFTL Fort Lauderdale to broadcast six local and state news reports daily during the work stoppage. News reports were funneled to WFTL by the *Herald* news bureau in Fort Lauderdale.

WQAM normally airs four newscasts daily six days a week—at 7:45 a. m., 12:15 p. m., 6:30 p. m. and 11:25 p. m. This schedule was expanded to nine a day.

WIOD, whose regular schedule includes 24 news programs, added 11 special news broadcasts on Jan. 5 and 6 and made available unlimited air time to give maximum news coverage, the station management reports. WGBS likewise "scheduled many additional news periods daily as a public service and credited all local news to the papers."

Commercial time was at a premium at Miami area stations during the strike. WGBS, for example, reported that its commercial time was sold out completely. All department stores and two theater chains bought additional time on the station.

Heads Media Men

NEWMAN F. McEVOY of Newell-Emmett Co. was installed as president of the Media Men's Assn. of New York Jan. 8, at the January meeting. Other officers elected at the same time were: Robert Erath, Kenyon & Eckhardt, first vice president; Henry Sparks, Young & Rubicam, second vice president; William Schink, G. M. Basford Co., secretary; Ben Moyer, Ruthrauff & Ryan, treasurer; Karl Klimchech, Compton Adv., sergeant at arms; Harry Duffy, Grey Adv. Agency, and Daniel Pykett, Kudner Agency, executive board members, and Walter Barber, Compton Adv., chairman of the executive board.

Mr. McEvoy

STATIONS CAN OMIT DAILY FCC MENTION

RADIO STATIONS aren't required to open and close the broadcast day with the announcement: "This is station WWWW operating on a frequency of 0000 kilocycles, by authority of the Federal Communications Commission."

This was pointed out in a public notice issued last Monday by FCC, which said the Commission "is desirous of relieving broadcasters of non-essentials wherever possible."

The custom of using the announcement, the Commission said, started April 28, 1927 under General Order No. 7 of the Federal Radio Commission. The requirement was repealed by FRC on Nov. 7, 1931, and was never reinstated.

"The matter is brought to the attention of broadcasters generally," FCC explained, "because the Commission is observing that newly authorized FM and television stations are falling into the practice. The Commission hopes that this explanation will eliminate a mistaken notion that such announcements are required by the present Commission."

William Joseph Deegan

WILLIAM JOSEPH DEEGAN, 62, former president of Postal Telegraph before its merger in 1934 with Western Union Telegraph Co. and a vice president of the combined company until his retirement in 1945, died Jan. 6 in Harkness Pavilion, New York, after a long illness. In the communications business for 46 years, Mr. Deegan served 40 years with the Postal Co. and its affiliates. In 1922 he became vice president of the Postal Telegraph landline wire system and later president. He was vice president and director of the Mackay Radio and Telegraph Co. from its formation in 1927 to 1940. Surviving are his wife and two sons.

SIGNATURE of Gayle V. Grubb (seated) manager of ABC's KGO San Francisco, authorizes purchase of approximately $138,000 worth of Westinghouse transmitting equipment. New units will enable KGO to increase power to 50 kw. Discussing the contract with Mr. Grubb are (l to r): Frank E. Bodine, San Francisco manager for Westinghouse; Joseph H. Landells, Westinghouse communications application engineer for San Francisco; A. E. Evans, KGO engineering manager.

ABBOTT - COSTELLO TOP SALARIES OF ACTORS

SALARIES of a number of executives in advertising and radio lines for 1944 are shown in a supplemental list published last week by the Treasury. The list shows amounts paid in salary, commission, bonus or other compensation for personal service if the amount exceeds $75,000 (original list in the June 24 BROADCASTING).

Victor Emanuel, of Aviation Corp., received salary of $90,000 in 1944. Benjamin Abrams, Emerson Radio & Phonograph Co., received $50,577 in salary and $30,435 in bonus, a total of $81,012 for the year. Bernard Gimbel, of Gimbel Brothers, was paid $100,000 in salary.

High in the talent field were Bud Abbott and Lou Costello, who were paid total salaries of $286,167 plus other compensation of $183,004, a combined total of $469,170 by Universal Pictures Co. W. O'Neil, of General Tire & Rubber Co., received $10,000 in salary and $87,000 in commission, totaling $97,000.

Six-State District 14 Conference Opens

NAB Holding Second of Winter Sessions in Salt Lake City

SECOND of the NAB's winter series of district and area meetings opens today (Jan. 13) at the Hotel Utah, Salt Lake City, with broadcasters from six mountain States in District 14 taking part in a three-day program.

The program will differ from the San Francisco area meeting held last week in that a district news clinic will be held on the third day. This day, in the case of area meetings, is devoted to separate district sessions after the two-day area proceedings.

Arthur C. Stringer, NAB director of special services, will direct the clinic. First of the clinics to cover more than a single State, the Salt Lake City program will encompass a broad field of news subjects.

Hugh B. Terry, KLZ Denver, director of District 14, will convene the clinic as well as preside at the first two days of the district meeting. He has limited talks to 15 or 20 minutes, each to be followed by discussion periods. Journalism departments of five universities have been invited to attend.

Among speakers on the schedule are: Bill Day, news editor, KOA Denver, "Farm News for Radio"; Jack Fitzpatrick, news editor, KFEL Denver, "Covering the Local News Field"; Earl McCain, news editor, KLZ Denver, "Use of Regional Correspondents"; Frank Baker, news editor, KDYL Salt Lake City; Wayne Kearl, news editor, KSL Salt Lake City, "The News Editor."

Those attending the clinic will join other district delegates as guests of the Salt Lake City Ad Club at its Wednesday luncheon.

KOCY to ABC

KCOY Santa Maria, Calif., will affiliate with ABC Jan. 17, bringing network's total number of stations to 236. Operating with 250 w on 1400 kc, KCOY is owned by the News-Press Publishing Co. and is managed by Frank Weltmer.

NBC IN THE PACIFIC SINCE 1931
KGU
HONOLULU
FIRST IN YEARS
FIRST IN SERVICE
HAWAII'S FIRST STATION
Affiliated with THE HONOLULU ADVERTISER · Represented by THE KATZ AGENCY, INC.

20 kc Channel Plan Is Weighed by FCC

Action Deferred Pending Report From Committee of Panel 13

FCC last week voiced belief that "use of narrower channel widths offers the only means of obtaining additional channels" in the 30-40 mc band, but said it was deferring further study of the problem pending receipt of reports from a committee to be set up by Panel 13, Radio Technical Planning Board.

The committee will study the feasibility of commercial production of 20-kc channel-width equipment and will make a preliminary report to the Commission by Aug. 1 and a final report by Feb. 1, 1948. If a 20-kc channeling system is adopted, "ample opportunity" will be provided for conversion to this system and "due allowance" will be made for equipment obsolescence problems, FCC said. Meanwhile, assignments in the band will continue on a 40-mc basis.

These disclosures were made last week in a revised proposal for block-plan frequency-service allocations to non-government services in the 30-40 mc band. The revised plan followed an engineering conference Dec. 2-3 and will be subject to oral argument Feb. 3. As adopted, it will be effective April 1, 1947, and services assigned in the band will be required to shift by July 1, 1950. As previously proposed, remote pick-up broadcast stations currently operating in the 30-40 mc band will be allowed to continue "for a reasonable period" after their allocations in the 25-30 mc band have been made final.

Name Change

WBT CHARLOTTE board of directors has voted to change the owning company's name from Southern Broadcasting Co. to Jefferson Standard Broadcasting Co. Operating company is owned by Jefferson Standard Life Insurance Co., which acquired it from CBS in 1945.

Win Honors

CITED FOR AMERICANISM were (l to r) James Mulroy, managing editor of *The Chicago Sun;* Don Kelley, public relations director of WBBM, and Dr. Edward R. Embree, president of the Julius Rosenwald Foundation and chairman of Mayor Edward J. Kelly's Committee on Human Relations, for their outstanding contributions on behalf of racial relations. Awards were made by *The Chicago Defender,* Negro newspaper, on WBBM's *Democracy U. S. A.* Also cited were William Paley, chairman of the board of CBS, and H. Leslie Atlass, vice president and general manager of CBS Western Division, Chicago. *The Defender* credited *Democracy U. S. A.* with playing a major role in creating better understanding between Chicago Negroes and whites.

Negotiations Continue

AN AFRA OFFICIAL told BROADCASTING on Thursday that "negotiations are still going on with WMCA, WINS and WLIB" for new announcers' contracts at the three New York independent stations. The AFRA representative said that no new developments have occurred and that no agreements have been reached with any of the three stations. AFRA has already signed a one-year contract effective Oct. 1, 1946, with WHN New York [BROADCASTING, Jan. 6] which gives announcers a $70 basic salary, plus enough commercial spot fees to total $115 weekly.

Transfers of Part Interests in WSPA, WCHA Reported to FCC for Approval

SALE of 39.7% interest in WSPA Spartanburg, S. C., by President A. B. Taylor to General Manager Walter J. Brown, his son-in-law, for approximately $159,000 was reported to FCC last week for approval.

The transfer, which would bring Mr. Brown's stock interest to 50.2%, includes the stock recently acquired by Mr. Taylor from Assistant Secretary of State Donald S. Russell for a similar amount [BROADCASTING, Nov. 11].

FCC was asked to waive the open-bidding requirements of the Avco Rule since President Taylor, who had 77% before the transfer, would retain 37.3% and control of the station would remain in the same family. Mr. Brown, former special assistant to retiring Secretary of State James F. Byrnes, also owns 30% of WTNT Augusta, Ga., which went on the air New Year's Day.

Arrangements for the sale were made through Smith Davis & Co., Cleveland, radio and newspaper financiers. The transfer application was filed by the law firm of Dow, Lohnes & Albertson, Washington counsel for WSPA. The station is on 950 kc with 5 kw.

Meanwhile, FCC was asked to approve Rello Other's sale of her 51.02% interest in WCHA Chambersburg, Pa., new 1-kw daytime station on 800 kc, to three of her associates for $7,989. The buyers, and the percentages of stock they will own following consummation of the sale, are J. S. Booth, vice president and general manager, 44.9%; T. K. Cassell, program director, 36.74% and C. M. Cassell, president and commercial manager, 10.2%. The other stockholder, not buying any of the stock, is M. O. Warrenfeltz, secretary-treasurer and in charge of accounting, who has 8.16%.

The application, filed by the Washington law firm of Loucks & Scharfeld, asked that the Avco Rule's provisions be waived since purchasers are all existing stockholders and actively engaged in station management and operation.

VIEWING COMMERCIALS FOR EFFECTS IS URGED

THE RESEARCHING of radio's commercial messages presents an "exceedingly fruitful area of investigation," stated Frances Farmer Wilder, CBS consultant on daytime programs, in an address prepared for delivery Jan. 11 before the Midwest Inter-City Conference of Women's Advertising Club at the Hotel Chase in St. Louis.

The investigation, Miss Wilder suggested, "is research which must serve to measure effects—rather than single likes or dislikes." As an example, she pointed out if a commercial said only, "This program comes to you through the Jones Co., makers of fine tooth brushes for over 50 years," she thought "it would get a very fine score of listener approval. If, on the other hand, the commercial has sounds of teeth falling out and dire threats of even worse things happening if Jones brushes aren't used, I think listeners would give a strong disapproval score."

Miss Wilder said that the need in researching of commercials "is an effort to find out just how soft, just how indirect a commercial can be and still get people to do what the commercial wants them to do." "Whether it's buying the product or thinking the company is nice, or whatever the object is going to be—we have to find out as well as we can whether or not it succeeds," she said.

RADIO ON RETAILERS' CONVENTION PROGRAM

GROWING use of the broadcast medium by retail stores will occupy an entire session of the National Retail Dry Goods Assn. annual convention to be held Jan. 13-17 at Hotel Pennsylvania, New York. New to NRDGA procedure will be the association's first annual radio contest.

Judges for the contest were named last week by NRDGA. They are Arthur Stelzer, president, McCreery's, New York; Margaret Cuthbert, NBC director of women's and children's programs; Arthur Pryor, vice president and radio director, BBDO; Ruth Ayres, vice chairman, National Consumers Retail Council; Thomas Connolly, CBS director of program promotion.

Winning retailers in the radio contest will be presented with plaques and certificates.

The "Radio for Retailers" session on the morning of Jan. 15 will include a panel discussion of the Joske Radio Study, 1945 clinical test of radio's effectiveness by Joske's of Texas, one of largest department stores in the Southwest. Participating in discussion will be Willard H. Campbell, Sibley, Lindsay & Curr, Rochester; James H. Keenan, vice president in charge of sales promotion, Joske's of Texas; Walt Dennis, radio and television director, Allied Purchasing Corp.; Lee Hart, assistant director of broadcast advertising, NAB.

CBC Board Meet

MEETING of the CBC board of governors is to be held at Montreal Jan. 13-14. No information as to agenda has been released, but it is known that the board recently ordered surveys made of commercial rate structures. This may be tabled at the meeting, as well as report on start of television service by CBC.

NBC

in the Triple Cities

Binghamton • Johnson City • Endicott

It's Always a Good Bet

To Put your Money on the

WINR

BINGHAMTON, N. Y. HEADLEY-REED, National Representatives

HEAVYWEIGHT CHAMPION Joe Louis (r) received a diamond-dial Helbros watch at a dinner given Dec. 22 at the Joe Louis restaurant, New York, by William Helbein (l), president of Helbros Watch Co., for 100 persons, including underprivileged children from New York Shelter. Ken Roberts (c), star of Helbros program, *Quick as a Flash*, looks on as Joe examines watch.

Crosby Is 'Man of Year' Radio Editor Concludes

RADIO'S "man of the year" is Bing Crosby, Ray McBride, radio editor of the *Milwaukee Journal* concludes in his year-end review of 1946 broadcasting.

Mr. McBride, who will list an official survey of listener likes and dislikes in the *Journal's* Radio Poll in February, says "Crosby is so important to the industry that he was able to lead a successful revolution by insisting on transcribing his shows."

The radio editor also rates Henry Morgan as radio's best comedian, and *The Theater Guild of the Air* tops for drama. All are ABC shows. The *Journal* owns and operates WTMJ, the NBC outlet in Milwaukee.

Plan Polio Drive

PLANS for the annual Washington Mile of Dimes drive were drawn up Tuesday at a meeting of representatives of capital stations at which Bryson Rash, WMAL Washington, director of the drive, presided. All stations will join in a kickoff broadcast Jan. 15 and thereafter operate their own drives on behalf of the campaign, which is the radio end of the Washington March of Dimes drive. Rick LaFalce, WWDC, is publicity director of the drive.

Policy Meeting

MORE than 100 representatives of all sections of the United Office and Professional Workers of America (CIO) were expected to attend a special policy conference held by the union at the Hotel Empire, New York, Jan. 11-12. Group was scheduled to formulate a "program to raise salaries and protect white collar workers against the continued rise in prices and the growing threat of an economic recession," according to an advance announcement of the union.

U. S. Television Mfg. Corp. Believes 1947 Will Be 'First Big Year' for Video

A PREDICTION that 1947 will be television's "first big year," with 300,000 to 350,000 video receivers produced, was made last week by Hamilton Hoge, president, United States Television Mfg. Corp. This company, which is concentrating its present production on projection models with screens 21 by 16 inches, priced at $2400 for the home set and $2350 for the tavern or club model, is now producing five sets a day, Mr. Hoge said, with production expected to mount to 300 a month in February and 500 a month in March.

30,000 Sets in Quarter

Estimating 5,700 video sets were made during 1946, Mr. Hoge looks forward to a "total industry production of 30,000 sets in the first quarter of 1947, 60-80,000 in the second quarter and 200-250,000 in the last half . . . Sylvania, in a recent survey, has estimated a total potential sale of television sets in 1947 of 2,000,000. Judging from the prospective purchasers who are beating at our door, that survey was not unrealistic."

Commenting on the color television outlook, Mr. Hoge said:

"In common with RCA, Philco, Farnsworth, Du Mont, and others actually experienced in black and white television receiver design, we at United States Television do not believe that color television will be commercially practical for five years or more, because of lack of proper standards and manufacturing experience, as well as the instability of tubes, coils, and other components, even though laboratory demonstrations under controlled conditions have been excellent. Although I operated radar at the same or higher frequencies than those proposed for color, while I was in the Marine Corps during the war, I learned that the tubes operated only a thousandth of a second, or for the duration of each pulse. That is very different from continuous operation for the other 999 parts of a second. And the manufacturing problems will involve metal work to very fine tolerances rather than soldering wires together, thus requiring very different types of factories. Remembering what we have been through in black and white in the past ten years and present problems even on current frequencies, I am inclined to predict that color might take ten years rather than five."

Time Extended

CANADIAN Assn. of Broadcasters and Canadian Broadcasting Corp. were given time by the Canadian Copyright Appeal Board at Ottawa Jan. 7 to complete negotiations for new tariffs with Composers Authors Publishers Association of Canada (CAPAC) and BMI Canada Ltd. Hearings before the Copyright Appeal Board were adjourned indefinitely, but it is learned that negotiations between broadcasters and copyright owners are practically completed. Separate agreements are being made by the CAB and CBC with CAPAC and BMI Canada for five year terms. Previous agreements ruled by the Copyright Appeal Board covered all broadcasting stations in Canada, but the postwar agreement will be signed separately for the independent broadcasters by the CAB and for the government-owned stations by the CBC. Total tariff to copyright owners is understood to be substantially up from last year under the new agreements.

Saudek Promoted

ROBERT SAUDEK, former ABC director of public service, has been named head of a newly formed department of public affairs at ABC, which will comprise the network's present departments of public service, continuity acceptance and publicity. At the same time Mr. Saudek appointed Grace M. Johnsen, former assistant director of public service, as manager of the continuity acceptance department of ABC. Miss Johnsen joined ABC in 1942 as director of women's and children's programs.

Crosley Meeting

ANNUAL sales meeting of the Crosley Broadcasting Corp. is to be held Jan. 17-19 in Cincinnati, attended by officials of the Crosley stations, WLW Cincinnati and WINS New York, and representatives from Chicago and Atlanta. James D. Shouse, president of Crosley Broadcasting Corp., will explain policies and plans for 1947. Neal Smith, assistant sales manager, will welcome visiting representatives. Guest speaker will be Frank Haas, representative of American Homes, addressing meeting Jan. 17.

STARTS 6th YEAR
WLOL's 'In the Bleachers' Show Features Young Athletes

JAN. 1 MARKED the beginning of the sixth year for *In the Bleachers With Stu Mann*, sponsored by Continental Oil Co. (Conoco) on WLOL, Mutual's 5 kw Twin Cities outlet. The show, now heard at 10:15 p. m., presents sports scores but features athletes of teen age or younger.

Several times each month a team of youngsters 15 years or younger is guest on the show, and each youngster is interviewed by Mr. Mann, who reports that although the team may not be interesting to the average sports fan its young members always are.

In recent months Mr. Mann has been trying through his *In the Bleachers* broadcast to sell every town in Minnesota on the idea of employing the high school athletic director and coach on a year-around basis so that youngsters will have a well-planned recreational program 12 months of the year.

In addition, every big name in sports who visits Minnesota is almost sure to land on *In the Bleachers* for an evening, according to the WLOL management, which claims that the program has had as guests more sports celebrities than any other sports program in the Northwest.

EXACTLY NOTHING
Is Sum Total of Chairman Denny's Answers To White House Reporters

FCC CHAIRMAN Charles R. Denny achieved Washington's outstanding triumph of taciturnity last Tuesday when he broke through the White House newsmen's barrage without answering a single question dealing with his call on President Truman.

Emerging from his noon visit with the President, Mr. Denny put on his rubbers, was helped into his coat by an attendant, and plunged straight at the center of the reportorial group. He failed to get through the line of scrimmage, even after saying, "Sorry, I can't tell you anything at all."

"Did you discuss the FCC vacancy?"

Silence.

"Did you know that Senators White and Brewster endorsed Marion Martin's candicacy this morning?"

More of the same.

"Did you discuss legislation?"

Still more.

"Did you discuss FCC activity?" "Did you discuss the Commission budget?" "Do you favor appointment of a woman to the Commission?"

No reply.

"Did you discuss the Blue Book?"

One broad smile at this but no comment.

"Whose vacancy remains to be filled, Mr. Chairman?"

That query, which didn't apply directly to the subject of his White House call, drew an answer.

"Paul Porter's vacancy," Mr. Denny said.

"What is the political complexion of the FCC?"

"Three Democrats, two Republicans, one independent," the Chairman said. "We can have four of anything. It could be a Democrat, a Republican, an independent or a Farm Laborite."

"Is former Senator James M. Mead, New York Democrat, being considered?"

No comment. End of interview.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Manager for new midwest radio station. Must be presently employed as manager or assistant. Write detailed letter of qualification and starting salary. Box 305, BROADCASTING.

All positions open for new full time station. Probably will start operations in about six months in major market. Veterans given preference. Above average salaries. Replies confidential. Box 458, BROADCASTING.

Sales manager—Immediate opening, 250 watt midwest network station. Young, single, veteran preferred. Write qualifications, experience. Box 480, BROADCASTING.

Engineer—For permanent or part time position with Washington consultant. Must be capable of handling all types of field work, adjusting multi-element directional systems and completing proofs of performance. State detailed qualifications and salary required. Box 485, BROADCASTING.

Transmitter engineer for progressive NBC affiliate in upstate New York. Good working conditions. Send qualifications at once to Box 492, BROADCASTING.

Wanted to Buy—
RADIO STATION

- Located in Major Market
- Good Earnings Record
- Network Affiliate

We have a requirement for an outstanding station with these qualifications. Up to one million dollars cash available for the right property. Write in confidence to

BLACKBURN - HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C.
James W. Blackburn
1011 New Hampshire Ave.
National 7405

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 5672

An UNUSUAL Opportunity for An UNUSUAL Salesman

We are a basic network affiliate in a medium city of New England. There's a lot of potential local business no station has ever cracked. We want to crack it. If you're the kind of salesman who can sell the idea of consistent large-scale use of radio to local merchants who just weren't brought up that way, write us a letter and sell yourself. Don't bother to write unless you're available for interview in New England and have enough confidence in your ability to be willing to start at $100 per week and go on from there.

Box 557, BROADCASTING

FOR STATION OWNERS:

Radio, as you know, is now entering into a period of intense competition in which merit of management will be *the* important factor for success. If you are dubious of your own general or sales management, perhaps a talk with me will be advantageous. I am a young man now working as commercial manager of an eastern metropolitan station with an excellent background in radio, newspaper and general advertising and public relations experience. I would like to make a change, California if possible, otherwise anywhere there is an opportunity coupled with salary and overwrite. If you have these essentials I have the ability and testimonials thereto. Box 522, BROADCASTING.

Help Wanted (Con't)

Wanted: An ambitious and aggressive time salesman for network station in large New England market. This job requires an experienced man with a proven sales record in selling and developing local business. Excellent opportunity at this growing station depending upon your ability. Salesmen at this progressive station receive strong program and promotional support. Good salary to start, with commission and bonus arrangement. Please give full details in replying to Box 494, BROADCASTING.

Production director for Rocky Mountain NBC station soon increasing power to 5 kw and installing FM. Prefer man from west of Mississippi capable of versatile announcing. State desired salary, supply photo, references. Car necessary. Box 495, BROADCASTING.

Top announcer. NBC upstate New York station. First vacancy over two years only because P.D. leaving to manage another station and promotion within organization. Excellent opportunity. Give full information, background, education, and experience including photo. Box 524, BROADCASTING.

Have excellent opening good commercial man, 5000 watt, Network affiliate, Western city 200,000 population. Write full details first letter. Box 536, BROADCASTING.

Operator—first class for transmitter. Pennsylvania station. Give references, salary expected, full details in letter. Inquiries confidential. Box 538, BROADCASTING.

Announcer—Versatile staff man needed. Play by play sports experience not essential but definitely desirable. Send full information including transcription and photo. WOSH, Oshkosh, Wisconsin.

Commercial manager—drawing account, 20% commission. Good list of active accounts. Must be experienced and willing to work—must have car. Excellent opportunity for right man. Send full information including picture in first letter. WOSH, Oshkosh, Wisconsin.

If you're tops in sales, technical, management, programming or announcing; contact radio's 3 Rs, Personnel Service, Box 413, Philadelphia.

Combination operator-announcer for full time permanent position with commercial FM broadcast station, Washington, D. C. Must have 1st class radio telephone operators license. Box 540, BROADCASTING.

Wanted—Chief engineer for 5 kw installation. Also program manager and salesman for middle east and southern major markets. Write Room 901, 360 N. Michigan Avenue, Chicago.

Northwest Radio Academy, 906 E. John Street, Seattle 2, Washington, trains combination men. Announcing and first phone ticket. G.I. accredited.

Two first class ticket combination operator-announcers for new station located in heart of hunting and fishing country. Housing guaranteed. Dry climate. KPRK, Livingston, Montana.

Announcer with first class license. $250 per month plus bonus. Send transcription, snapshot, reference. KXLE, Ellensburg, Washington.

Salary is good, working conditions more than agreeable, advancement possibilities over average, if you are an operator-announcer "looking". Send all replies and voice audition immediately. KXLF, Butte, Montana.

Operator—First class, announcing experience desirable. State experience, training, salary, full details first letter to KXLJ, Helena, Montana.

Wanted—Experienced salesman for 250 watt station. Give complete details first letter. Manager, KXLK, Great Falls, Montana.

Need experienced, live-wire time salesman immediately for new 1000 watt station. Contact John Hanner, Radio Station WCPS, Tarboro, N. C.

Engineer with 1st class license. Prefer man already living in Washington, D. C. area. WPIK, Alexandria, Va.

Help Wanted (Con't)

Two transmitter operators wanted at brand new 250 watt CBS affiliate in the sunny southwest. Jobs open immediately. Wire or write Ed Talbott, KOSA, Odessa, Texas.

Chief engineer job FM interim $45.00 weekly plus furnished 3 bedroom house, Wire or phone complete data and availability to WGBA, Columbus, Ga.

Traffic manager, young woman who is competent secretary, TWX operator with practical experience as manager or assistant traffic manager network station. Excellent starting salary with better than average opportunity for rapid advancement. Write, wire or phone KCRA, Sacramento, California.

Engineers—First class phone license—new 1000 watt daytime station. If you can operate Raytheon console or transmitter and are interested in permanent position with aggressive station wire qualifications. Charles Bilyue, WWXL, Peoria, Illinois.

New New England network affiliate needs first class engineer to complete staff. Opportunity to grow with progressive station in beautiful and prosperous community. Send qualifications, salary requirement. Box 556, BROADCASTING.

Attention, Alabama announcers. Have apartment reserved, atractive job waiting for the right man. Contact Bill Terry, WJLD, Bessemer.

Situations Wanted

Man with excellent administrative and promotional experience plus fine musical background desires connection with agency or station as program-production manager. Outstanding references. Box 414, BROADCASTING.

Chief engineer desires change. Experienced AM and FM design, construction, maintenance, operation, and directional antennas. Technical college graduate with first class license. Box 477, BROADCASTING.

Program director-announcer—employed. Will change for station within 300 miles of N. Y. Base plus talent must equal $4000. Box 478, BROADCASTING.

Nine years announcing, programming, writing, merchandising, and promotion. Some selling. Good musician and hillbilly emcee. Terrific mailpull. State all including salary. Box 493, BROADCASTING.

Engineer — Twelve years experience, AM/FM desires chief engineer position; thoroughly experienced in construction, maintenance, operation all types equipment. Box 496, BROADCASTING.

Long on ambition, but a bit short on experience. Young announcer wants to start the new year by working with and for a progressive station. Good voice, good delivery. Good all around man. Graduate announcers school Radio City plus Armed Forces radio. Box 497, BROADCASTING.

Program director available. Quality station only. Box 519, BROADCASTING.

Experience available for your programming needs. Box 520, BROADCASTING.

Aggressive station? Here"s your program director. Box 521, BROADCASTING.

Program director—Now working—desires change. Wide experience news, sports, public service, special events, documentaries. Am Hooper raising producer. Also know sales, station management. Dependable hard worker. Write for proof. Box 523, BROADCASTING.

Special events director. Sportscaster, newscaster, outstanding record. 10 years network, metropolitan experience all phases, seeks staff connection progressive station major market. Boxing, wrestling, horseracing, football, etc. Special events, continuity, production. Excellent record shortwave war correspondent Pacific, Orient. Wire recorder operation. Veteran, 29, married, no children. Employed but wish more stable connection. Contract agreement. Prefer East. Disc, salary, top references upon request. Box 529, BROADCASTING.

Situations Wanted (Cont'd)

Roll your own! Here's a fresh announcing talent to be developed to suit your station's own style. Thoroughly trained in commercials, news, discs, in leading announcer school in Radio City. Available immediately. Box 530, BROADCASTING.

Young lady desires position in California or west. BA Degree, Lt.(j.g.) Waves. Experience: continuity, traffic, publicity. Interested in college radio station. NBC Institute graduate. Box 531, BROADCASTING.

Announcer: If you need a good announcer and are willing to pay $80.00 minimum, I will send transcription proving I can sell and can read intelligent, interest holding news. Box 532, BROADCASTING.

Situation wanted by married man, 37, as manager of station in small Florida or Georgia town. Business experience 10 years office manager, radio background 10 years commercial and amateur work. First class telephone and telegraph licenses. Box 533, BROADCASTNG.

Veteran, age 25, married, one child. Now completing one kilowatt installation. Former NBC 50 kw transmitter engineer. Capable of installing studio and transmitter, and remaining as chief. What can you offer? Box 534, BROADCASTING.

Announcer, young, ambitious, 2 years experience. Production, acting, news. College graduate. Box 535, BROADCASTING.

Disc jockey, considered among tops in field, available thru Radio's Reliable Resources, Box 413, Philadelphia.

TIMER CLOCK . . .

Awaken to Music!

These 72-hour brass clock movements will turn on and off radios, signs, burglar alarms, or any electric appliance. The 24-hour dial 2" in diameter, can be set for any interval either on or off, from 1 to 23 hours in 1/2-hour steps. The switch in this clock is a standard 3-ampere 125-volt toggle type and may be turned on or off at any time without disturbing the dial setting. Cased in 3" plywood tube 3 1/2" long. Treated to resist fungus.

ONLY **$1.98** Postpaid

Send cash, check, or money order to Clocks, Box 119, Topeka, Kan.

WANTED

Announcer—Technician

. . . A man with plenty of technical savvy and a good voice. A forty hour work week pays three hundred twelve dollars per month, time and a half for overtime. Our organization knows of this ad. Send complete background on knowledge and experience by airmail.

BOX 507, BROADCASTING

TOP-NOTCH PRODUCTION GAL AVAILABLE

Major agency and network experience. Working knowledge of music, drama, writing. Capable of producing shows independently or assisting top producer. Excellent references. New York area.

BOX 531, BROADCASTING

Situations Wanted (Cont'd)

Staff nucleus composed of program director, announcer, woman traffic-continuity writer; 5 years experience; will be available after February 7. Prefer locating permanently in west or southwest. Box 539, BROADCASTING.

If you are in need of announcer-engineer, with excellent references available immediately, write or contact Gail Thompson, 237 West Liberty Street, Ashland, Ohio.

Attention small stations. Announcer, continuity writer, play-by-play sports. Minus experience, plus perseverance, cooperation. Available immediately. Audition disc on request. Box 525, BROADCASTING.

Sportscaster, play by play experience all sports. Unusual feature offered in studio show. Special events experience. GI, married, desires permanent spot. Discs on request. Box 526, BROADCASTING.

Announcer—Versatile. 2 years experience disc shows, news, sports, football play by play, audience participation, continuity, control board. Veteran, married, 26, college. Dependable. Disc, photo available. Box 527, BROADCASTING.

Announcer, experience: B.A. degree, graduate of NBC-Northwestern Radio Institute. 18 months experience. Veteran. Now employed; desire change. Box 528, BROADCASTING.

Announcer, farm and news specialty, desires immediate placement. Write for ET. Harry Caldwell, 12001 Magnolia Blvd., North Hollywood, California.

Announcer—disc M.C. 4 years experience including production, control room operation. 2 years college. Desires permanent change to midwest. Top references. Wire, phone or write Don Laiffer, WSSV, Petersburg, Virginia.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

FOR SALE

Controlling Interest in a Basic Network Affiliate

This station is relatively new, but its first year's billing approximates $100,000. There is plenty of local and national potential; the surface has hardly been scratched. Located in an important wholesaling city, this station is only a very short plane hop from New York.

The present owner is willing to sell his controlling interest for what it cost him provided the buyer is acceptable to station management which will continue and will own the remaining interest.

You don't very often get a chance to buy into a basic net work affiliate at cost. Drop a note to Advertiser, Room 258, Park Square Building, Boston, Mass., and our management will give you the whole story confidentially.

Situations Wanted (Cont'd)

California, do you need an alert promotion-minded program director? Have excellent PD job now. Veteran. Box 541, BROADCASTING.

Wanted—A good boss with a progressive station, by young announcer who wants to stay put. Box 542, BROADCASTING.

Station manager or program director. 12 years diversified experience New York networks and leading locals as producer, program director, idea man. Many awards as dramatic director. Thorough knowledge music, programming, station operation, organization. Married, 40. Box 543, BROADCASTING.

Program director. Production specialist with diversified 6-year AM and FM background. College graduate. Veteran, single. Desire responsible, permanent affiliation with station that requires and will recognize results. Box 544, BROADCASTING.

Want to enter television. Professional experience in motion picture projection, studio control, recording, remotes, first class phone license. Box 545, BROADCASTING.

In this issue the FCC actions show the grant of a CP to another of our satisfied clients. Why not become one of our satisfied clients and let us build your idea into a completed station. Box 546, BROADCASTING.

Disc jockey. Good ad lib. Solid background in announcing, production. Excellent references. Box 548, BROADCASTING.

Program manager — assistant station manager-announcer. Seven years experience 250 watt to 50 kw, presently employed with second new station I put on air nine months ago. Experience installing and operating program department, announcing staff, traffic, promotion, sales, news, music department. Age 26, family. Permanent position only. References waiting. Box 549, BROADCASTING.

Program director and announcing staff —prefer new station in competitive market. Program director-veteran, 25, college graduate, 5 years announcing and programming, 1½ years salesman. Excellent references. Can bring complete staff of experienced announcers, a sportscaster, a newscaster (all excellent disc jockeys), and several 1st class licensed engineers. Box 550, BROADCASTING.

Manager, employing incentive methods, available. Over 30, married, AFRS veteran who made radio debut 17 years ago thru a box carbon mike. Local and network career in southwest, midwest and Chicago doing play by play sports, special events, news and staff announcing; commercial, sports and news writing; producer variety shows and dramas; and as wholesale-retail salesman. Now employed but desirous of opportunities to display latent abilities. Write Box 554, BROADCASTING.

Capable young man (25) desires position in broadcasting industry. Veteran (USN-OSS). Graduate school of announcing. Technical knowledge from 12 years construction and experimenting plus armed forces experience in Radar, Loran radio-controlled boats. Want on-the-job training in announcing or engineering. Will travel. All replies answered. Write Box 553, BROADCASTING.

Experienced radio engineer desires connection with progressive station. Experienced on operation and construction of 250, 5 and 50 kw broadcast and 100 kw shortwave. Experienced with RCA, WE Doherty and GE transmitters, also all phases of studio and remote operation and directional antenna arrays. Box 552, BROADCASTING.

Announcer-Veteran. Well trained. Army experience. Know music from Goodman to Beethhoven. Can handle news and sportscast. Married, but free to travel. Write or wire Joseph Klein, 465 W. 27th St., Chicago.

That tap you hear is opportunity. Experienced in announcing, writing, small station operation. Disc, details available on request. Dick Unger, 2303 W. 121 St., Blue Island, Illinois.

All things come to those who wait. You've waited, here's your answer. Announcer, writes continuity. Experienced practically every phase small station operation. Details, disc on request. Bill Mathers, 15310 Broadway Ave., Harvey, Ill.

Woman with experience in copy, continuity, air work, and servicing accounts, wishes connection with progressive station. Preferably in west or north. Voice above average. Good personality. Conscientious. Recommendations and disc available. Box 555, BROADCASTING.

Situations Wanted (Cont'd)

Announcer with both ABC affiliate and platter station experience as announcer, platter jockey, newscaster, singer. Handle remotes, control board operation, write copy. Wages dependent on living cost. Prefer Rocky Mountain area or southwest. Joe Scherer, 615½ Arizona Street, Trinidad, Colorado.

New York network announcer-producer-program director. Rich voice, smooth style, personality, just returned to California to remain with parents—seeking position with radio-television or FM station in Los Angeles and surrounding areas; Rudy Walsh, 4220 Mandalay Drive, Los Angeles 33, California.

Experienced commercial manager available immediately. Go anywhere. Married, two children. Background includes all phases selling. Have also built new station and organized staff for commercial operation. Box 558, BROADCASTING.

Young man with versatile background as announcer, writer-producer and program director desires position with progressive station interested in public service and production. Box 559, BROADCASTING.

Actress, announcer, script writer, director. Recent college graduate. Just left 5,000 watt CBS affiliate. Desire station or agency, preferably midwest or east. Box 560, BROADCASTING.

Chief engineer: Graduate leading university, competent, 27, married. Experience: broadcasting 5 years; 3½ years chief engineer regional network station; design and installation of AM and FM stations, including proof of performance. Thoroughly familiar FCC procedure, having prepared AM and FM applications, including directional antenna design. Box 561, BROADCASTING.

For Sale

2—Pole type transformers 2.5 KVA 220-440, 3300-6600 volts, $100.00. 8—.004 MFD 12.5 KV heavy duty condensers, $120.00. 2—279 A WE tubes, $150.00. 3—279 A WE tube envelopes, $75.00. 1—MFD. 600 V condenser, 2—.001 mfd condenser, 1—0-2.5 amp. R.F. ammeters (triplett), 1—010 2.5 amp R.F. ammeter (Weston), 1—0-15 volt A.C. voltmeter, 1—0-500 V. D.C. Weston with multipiler, 1—0-2.5 amp R.F. ammeter (Weston), 1—30 h 1 amp choke and 1—5V transformer—all for $368.28. Box 484, BROADCASTING.

For sale—250 watt station exclusive trade area Rocky Mountain west. Excellent volume and investment returns plus exceptional good will. Present owners desire fulltime enterprises. Replies confidential. Box 488, BROADCASTING.

Sixty feet of ⅞ inch isolantite rigid coaxial transmission line with couplings. Chief Engineer, WKAY, Glasgow, Kentucky.

For sale, WE 23-C. What do you offer? Contact Manager WMOU, Berlin, New Hampshire.

For sale because of possible overlap. A 250 watt, full time Mutual station. Located in town of 18,000. Southeastern section. Now clearing $25,000 per year. Station can be bought on part cash basis. Write Box 537, BROADCASTING.

Western Electric 110-A program amplifier, complete with tubes and in excellent condition; Presto 16-X recording turntable, records at 33-1/3 and 78, self contained amplifier, VI meter, Presto 1-C cutting head and audax playback arm; one RCA public address amplifier, 2 mike inputs and 2 phono inputs, 50 watt output. No reasonable offer rejected. Contact Chief Engineer, KPHO, Phoenix, Arizona.

Immediate delivery new Presto 6-N recorders, model Y recorders, K-8 recorders and portable transcription players. U. S. Recording, 1112 Vermont Ave., N. W., Washington, D. C.

Miscellaneous

French in 3 months! Beginners, intermediate, advanced. Columbus 5-7590 NYC.

Radio station brokers—Public and private financing of established broadcasting companies. Confidential negotiations for the purchase and sale of radio station. Inquiries invited. Stark & Company, Inc., Howard E. Stark, President, 10 E. 40th St., New York 16, N. Y. Lexington 2-8960.

Jockey's comedy collection, $2.00. Kleinman, 25-31-T 30th Rd., Astoria 2, N. Y.

Wanted to Buy

We want you to be another satisfied client of ours like the one whose CP is listed in this issue of FCC actions. Let us build your idea into a completed station. Box 547, BROADCASTING.

NOW YOU CAN INCREASE YOUR EARNING POWER IN RADIO!

Unless you have had specialized training in radio, under expert guidance—you may not have capitalized completely on your talent. Now is the time—with more and more people coming into radio—to develop your capacities to the fullest degree.

Betty Wason, former war correspondent for CBS: "Your course is a provocative beginning for the novice in radio, and an excellent brush-up for those who want to acquire a smoother technique. . . ."

The National Academy of Broadcasting—oldest school in America teaching broadcasting techniques—offers a complete course of study, including announcing, acting, script-writing, etc. Under the direction of Alice Keith, nationally famous author and educator. GI accredited.

★

Address inquiries to: **NATIONAL ACADEMY OF BROADCASTING** *1566 Irving St., N.W., Dept. 103, Washington 10, D. C.*

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

FOR SALE

—to immediate buyer for $10,000 cash—

Radio Production business showing a profit.

Have suite of well-furnished offices, long-term lease, mid-town New York City area East Side—transcribed and live properties that have been tested and approved by commercial sponsorship.

Submit bank references with your inquiry.

Box 512 Broadcasting

FCC Budget

(*Continued from page 18*)

who has urged a thorough investigation of the FCC, heads the House Appropriations subcommittee on Independent Offices.

Under procedure provided in the new Congress, it is expected that the joint committee will conduct hearings. In the past hearings were conducted first by the House, then by the Senate. In many instances the House reduced certain appropriations and the Senate restored them. There will be no opportunity, under the new organization, for an agency, such as the FCC, to lobby in the Senate for restoration of a cut by the House.

Under the budget requested for the FCC, $6,875,000 would go for salaries and expenses, as compared with $5,560,000 appropriated for 1947. Actual expenditures for salaries and expenses in the 1946 fiscal year were $3,259,417.

Printing Increase

Appropriated for printing and binding in the 1947 fiscal year was $25,000. For the next year President Truman seeks $50,000 for printing and binding. Cost in 1946 was $21,000.

The 1948 fiscal year request represents an increase of more than four-fold in the past decade. In the fiscal year ending June 30, 1938, the Congress appropriated $1,762,000 for the Commission, whereas actual expenditures amounted to $1,769,198.09. Beginning in 1941 the FCC's expenditures increased rapidly.

For the fiscal year ending June 30, 1941 the Congress appropriated $4,126,340 for the FCC; the following year it increased to $5,700,924 and reached the peak in the fiscal year ending June 30, 1943.

British Company Acquires Armstrong FM Patents

ARRANGEMENTS whereby Electric & Musical Industries Ltd. of England will manufacture FM transmitters and receivers under Armstrong patents have been concluded, Prof. E. H. Armstrong, inventor of FM and holder of the patents, announced in Washington Friday.

In his annual report Sir Ernest Fisk, executive director of the British firm, said the parent company and subsidiaries throughout the British Empire would manufacture FM equipment under the Armstrong patents, and would issue sub-licenses to other British manufacturers.

Professor Armstrong said that in addition to the U. S. FM is now being broadcast or will be shortly in nine countries, Switzerland, Denmark, Holland, Britain, Union of South Africa, Argentina, Australia, Canada and Russia.

Concert Series

THE ROCHESTER Civic Orchestra Jan. 7 began a series of weekly concerts on CBS, Tues. 11:30-12 midnight.

McNeil Quits WJZ; Grabhorn Succeeds

Policy Disagreement With ABC Is Said to Be Reason

Mr. Grabhorn

Mr. McNeil

MURRAY B. GRABHORN today assumes the post of station manager of WJZ New York, ABC key station, succeeding John H. McNeil, who has been head of WJZ operations since they were separated from those of the network early in 1942 at the time that ABC's predecessor, the Blue Network, began operating as an independent network and not as one of two networks operated by NBC.

Mr. McNeil's resignation, which took effect last week, stemmed from a disagreement over station policies between Mr. McNeil, who advocated an expansion of WJZ's autonomous activities and an increase in its independence from the network, and top network management, particularly Mark Woods, ABC president, who felt that the time had come for a closer union between station and network operations.

When Mr. McNeil learned that the decision was to curtail the WJZ autonomy rather than to expand it, he resigned, he told BROADCASTING last week, rather than to continue in the position under a policy in which he did not believe. He pointed out that his position is justified by WJZ's record in five years of independent operation. In 1941, last year the station was operated by NBC, its net income was $622,000, he said, while in 1946 the net was $2,150,000.

Don Rich, WJZ publicity director, has also resigned, effective Jan. 15, in protest against curtailment of his department's plans for expanded activity and in loyalty to Mr. McNeil, he said. Neither has announced future plans.

Mr. Grabhorn, who as manager of the ABC station sales department has supervised spot sales for the network's owned and managed stations and has also headed the cooperative program sales department, will continue those activities together with his new duties as station manager of WJZ, functioning with a new title—manager of owned and operated stations operations. It is understood that personnel of WJZ's programming, sales service, promotion, publicity and other operating departments will receive their direct supervision from the heads of the appropriate network departments, with whom their activities will be merged to a large extent.

Before joining the ABC sales department in 1942, Mr. Grabhorn had gained extensive radio experience as sales manager of Don Lee Broadcasting System, manager of the New York office of John Blair & Co. and general manager of Hearst Radio. Promoted to assistant general sales manager of ABC, he was appointed manager of the network's station sales department at the time of its creation late in 1945. Last June he also took over active direction of ABC's cooperative program sales. In his new position he will direct the operations of WENR Chicago, WXYZ Detroit, KECA Los Angeles and KGO San Francisco in addition to those of WJZ.

DISTRICTS RE-ELECT SMULLIN AND SPENCE

BY UNANIMOUS vote William B. Smullin, KIEM Eureka and KSJO San Jose, and Harry R. Spence, KXRO Aberdeen, Wash., were reelected directors of odd-number Districts 15 and 17 respectively at meetings held in conjunction with the NAB Area "A" session in San Francisco on Jan. 9.

Mr. Smullin, whose district includes Northern California and Reno, Nev., was elected for his second two-year term. He was host director at the combined three-district sessions Jan. 8-10.

Mr. Spence has been a member of the board since 1939, first serving as small-station director-at-large and during his last two terms as district director. His district includes Oregon, Washington and Alaska.

Radio on B&O

A STROMBERG-CARLSON sound system has been installed on the Baltimore & Ohio new streamliner, "Cincinnatian," which will permit passengers to listen to radio programs while travelling between Baltimore and Cincinnati. In addition the sound system will enable the conductor, nurse-hostess and dining car steward to make announcements to the entire train without leaving their posts.

WABD Asks Hiatus

WABD New York has asked the FCC for permission to suspend operations for 30 days beginning Jan. 24 while the station switches from its present temporary antenna to the new "bat wing super turnstile" model now being installed at the station's transmitter site, 515 Madison Ave., New York. Extensive alterations also will be made at the Wanamaker studios of WABD during the shutdown period, station announced, in preparation for the seven-day, 28-hour weekly operation to become effective April 1. Two studios will be completed and additional equipment installed.

Senate Commerce Group Membership Completed

ORGANIZATION of the Senate Interstate & Foreign Commerce Committee was completed last week when Sen. Alben W. Barkley (D-Ky.) submitted minority committee assignments. The new committee, which will handle radio legislation, is made up as follows:

Wallace H. White Jr. (Me.), chairman; Charles W. Tobey (N. H.), Clyde M. Reed (Kan.), Albert L. Hawkes (N. J.), E. H. Moore (Okla.) and Homer E. Capehart (Ind.), Republicans; Edwin C. Johnson (Col.), Tom Stewart (Tenn.), Ernest W. McFarland (Ariz.), Warren E. Magnuson (Wash.), Francis J. Myers (Pa.) and Brian McMahon (Conn.), Democrats.

House committee assignments have not been completed, although Rep. Charles A. Wolverton (R-N. J.) will be the new chairman of the Interstate & Foreign Commerce Committee.

TRUMAN OPPOSITION TO BOYCOTT IS CITED

COMMENTING on President Truman's reference to the secondary boycott in his Jan. 6 message to Congress, Justin Miller, NAB president, last week said in San Francisco:

"The broadcasters of America support President Truman in his opposition to the secondary boycott. We only regret that he made any reservation in his recommendation for correction of this unsound practice.

"The radio industry at this time reaffirms its unvarying opposition to the secondary boycott, in any form, and hopes that Congress will take immediate and decisive action to eliminate this serious obstacle to mutually beneficial relations between employes and management."

March of Dimes

LAUNCHING of the ninth annual March of Dimes drive by Basil O'Connor, president of the National Foundation for Infantile Paralysis, will be broadcast on CBS Jan. 14, 4:45-5 p. m. Mr. O'Connor will speak from KNX Los Angeles and will be introduced by Judge Justin Miller, president of the NAB and chairman of the national radio division of the National Foundation for Infantile Paralysis.

Walgreen Plans

WITH $70,000 earmarked for talent, Walgreen Drug Co., Chicago (drug store chain), has signed Mannie Manheim to direct-produce annual one hour transcribed program, with Hollywood cutting of series in March for spotting on select stations nationally. Bob Hope is to be starred at reported $15,000 for series. Mr. Manheim doubles as writer with Charlie Isaacs. Agency is Schwimmer & Scott, Chicago.

FCC Outlines Plans to Aid FM Progress

IN TWIN MOVES obviously designed to speed FM development, FCC Friday (1) renewed its offer to accept, with limitation, applications for Class B stations even if all channels allocated in any area have been exhausted, and (2) reiterated encouragement of "interim operation" by conditional grantees and permittees, and outlined procedure to be followed in seeking FCC approval.

In public notice, FCC declared:

. . . persons interested in filing applications for Class B FM stations for cities or areas to which no channel has been allocated or where previous grants have exhausted all allocated channels will be permitted to file an application specifying a particular channel. Similarly, persons with applications now on file for cities or areas where previous grants have exhausted all allocated channels may amend their application to specify a particular channel. In all such cases where a grant of the application for the channel specified would require a rearrangement of the tentative allocation plan, the applicant will be required to submit with his application or amendment an exhibit explaining in detail the proposed rearrangement and setting forth the facts which it is claimed justify the proposed rearrangement. In instances where any question exists concerning the relative need for the specific channel in the city or areas involved, the application will be set for hearing.

The Commission's engineering staff will be glad to assist prospective applicants and their engineers in attempting to work out such arrangements in the tentative allocation plan.

But, FCC said, no "general rearrangement" is contemplated in tentative allocations plan, first adopted Dec. 19, 1945 and revised Sept. 3, 1946. "Use of the procedure," Commission declared, "will be confined to cases where experience has demonstrated that the tentative allocation plan does not conform to the demands for FM service in the cities or areas involved." The procedure will not, "in general," be followed if shifting of channel from small community or rural area to metropolitan district would result. Nor will it be applied "to result in shifting a channel to New York City, or other similar large cities, from surrounding smaller cities."

Commission reserved right "to grant to any community a channel allocated to that community in the tentative allocation plan notwithstanding the pendency of another application or petition which requests that particular channel be reallocated and granted in another community."

Provision for adjustments in allocations plan in accordance with demand for channels was made in original allocations announcement, but relatively few such changes have been requested.

FCC said FM interim operation by grantees and permittees "is important in the interest of providing FM program service at the earliest possible date." It emphasized that it "expects full construction . . . to go forward as rapidly as equipment may be obtained and any necessary building construction may be completed, in order that the benefits of FM broadcast service will be available promptly to as many people as possible."

Commission offered to give its opinion, upon request, regarding adequacy of temporary equipment proposed for use in interim operations, and said:

Requests for interim operation should be filed in letter form approximately ten days prior to the expected date of commencement of operation. Requests should specify the transmitter, operating power, antenna location and antenna system proposed to be used, together with a statement describing the progress of regular construction. If the proposed method of interim operation requires a waiver of any rule or regulation other than those relating to the transmitter or antenna system, the request must specify the rule proposed to be waived and the reasons therefor. Authorizations are normally issued for periods of 90 days or less, and the progress of regular construction will be reviewed in acting upon requests for renewal of temporary authorizations.

FCC REPORTS FM PROGRESS WITH OWNERSHIP ANALYSIS

FM STATIONS on air Dec. 31 numbered 136; CP's issued since Oct. 8, 1945, totaled 426; 211 conditional grants were outstanding; 174 applications were pending, 81 others had been heard and were awaiting decision, and 31 others were awaiting hearing.

FCC disclosed these FM facts Friday in progress report and analysis showing 74% of FM authorizations went to AM interests, and 36.3% to newspaper interests (including 23.7% to AM licensees also affiliated with newspapers). Of 157 grants to non-AM interests, most (76) went to newspaper groups. Other business interests most often represented and number of grants to each were: diverse interests (no one stockholder owning control), 35; professional men, 10; dealers and distributors, 7; labor unions, 6; manufacturers, 5; real estate, 4; educational and religious institutions, and banking-finance-insurance, 3 each; non-commercial (cooperatives, foundations), and veterans, 2 each.

Report on pending FM applications said 54 appear complete and are being processed; 35 need statement of program plans; 6 involve pending transfer or assignment applications; 15 need additional information other than program plans; 1 awaits outcome of litigation; 23 being held up by hearings in related cases; 27 under study regarding overlap of service areas; 13 just received and processing has not started.

Of conditionals outstanding, 107 need additional engineering data; 9 await program plans; 6 have been referred to Canada for coordination with FM assignments there; 81 await engineering study; 8 await legal study.

FAVORS TIME LIMIT ON SUITS

EDWARD LAMB, victor in Mt. Clemens, Mich., pottery case before U. S. Supreme Court, who resigned as president of Unity Corp. recently [BROADCASTING, Jan. 6], urged Congress last week to adopt statute of limitations (four years) on such suits. Mr. Lamb wrote Sen. Robert A. Taft (R-Ohio), Senate labor-education committee chairman, he would be willing to testify before Congressional committees studying portal claims.

SPONSOR PLANS SCHOLARSHIPS

JOHN HANCOCK Mutual Life Insurance Co. to award scholarships for musical study at Tanglewood, Mass., to serious musicians. Details to be announced on broadcasts of Boston Symphony Orchestra, sponsored by insurance company on ABC Wednesday evenings starting Jan. 21.

DENIAL of application of WHCU Ithaca, N. Y. (1 kw limited time on 870 kc) for special service authorization to operate from 6 a.m. to sunrise through January and February announced by FCC Friday.

FMA TIES

NEW FMA board members at the FMA organization meeting were sporting brown neckties with "FMA" in gold letters, through compliments of Roy Hofheinz.

First low price FM receiver ($25) was demonstrated at organization meeting by Electronics Inc.

TURNABOUT

LITERALLY giving program back to listener, NBC *Truth or Consequences* provided top giveaway of current audience participation rash on Jan. 11 broadcast. Winner was to write, m.c., produce and dream up all gags for coming week's show, according to Ralph Edwards, program's usual m.c., with latter looking on from first row center. Following week listener is to describe trials with radio.

WALKER HITS PAYMENT OF MANAGERS BY PERCENTAGE

FCC Commissioner Walker took flat stand against payment of station general managers on percentage of gross business. Statement made Friday during hearing on renewal application of WTOL Toledo, cited in Blue Book for program content.

Frazier Reams, president and 70% owner of WTOL, testified Arch Shawd, general manager since 1939 and vice president up to last Dec. 1, had been paid on that basis but has been transferred to sales functions. Thomas S. Bretherton, secretary and 10% owner, now managing director and paid salary only. He testified on new operating policies and program content.

Station has adopted program code conforming to Blue Book, Mr. Reams said, and has revamped entire program structure, devoting more time to development local broadcasts. Local events sometimes justify cancellation network programs in evening, he said in reply to question by John E. McCoy, chief of FM Section, FCC Legal Division. WTOL represented by W. Theodore Pierson and Thomas M. Dowd, of Pierson & Ball.

Comr. Walker indicated FCC may expect AM stations with FM adjuncts to provide separate FM programming. Mr. Bretherton said station plans 18-hour FM service if number of receivers justifies. WTOL introduced series of witnesses who testified station cooperated with school and civic groups.

Station renewal hearing consolidated with its FM application. WTOL application to change from 1230 kc 250 w unlimited to 980 kc 5 kw unlimited heard last year.

WIND STUDIO EXPANSION

WIND Chicago to take possession of new studios in Wrigley Building, 400 North Michigan Ave., May 1 according to Ralph L. Atlass, general manager. WIND will occupy 9,000 sq. ft. on second floor with four large RCA-equipped studios. Remodeling new location cost estimated $150,000, Mr. Atlass said, with WIND to begin operation from new studios sometime in August.

NASHVILLE FM GRANT

CONDITIONAL GRANT for Class B FM station announced by FCC Friday for Nashville Radio Corp., equally owned by Nashville *Banner* and *Tennessean*, city's only dailies.

APPLICATION for assignment of license of clear-channel WHAS Louisville (840 kc, 50 kw) from Courier-Journal and Louisville Times Co. to wholly owned subsidiary, WHAS Inc., reported by FCC Friday. Present officers unchanged in new firm.

FRANCIS WHITE, vice president of International Telephone and Telegraph Corp., elected a director of company. Mr. White, in charge of IT&Ts properties in Spain for past year, is also vice president of International Standard Electric Corp., IT&T affiliate.

At Deadline ...

WHITE COMMITTEE TO SEEK FCC VIEWS ON LEGISLATION

NEW Senate Interstate & Foreign Commerce Committee, of which Sen. Wallace H. White (R-Me.) is chairman, held first organization meeting Friday to consider organizational details and plans for future. Chairman said he had asked committee clerk, Edward Jarrett, to notify FCC and other U. S. agencies he would like to have their ideas on proposed legislation. (Early story page 78.)

Communications legislation discussed only "generally and casually" at Friday session, chairman added. New committee combines former Interstate Commerce and Commerce committees. Mr. Jarrett, former assistant Interstate clerk, named clerk at meeting.

STATIONS HONOR MAYOR

FIVE Pittsburgh stations presented David L. Lawrence, mayor, with award of honor in recognition of his outstanding use of radio to keep residents of community informed about its problems. Stations honoring mayor: KDKA WCAE KQV WJAS and WWSW.

ADMIRAL CANADA BRANCH

ADMIRAL Corp., Chicago radio manufacturers, formed Canadian office with factory headquarters in Toronto, Ross D. Siragusa, Admiral president, announced Friday. Admiral will own 132,000 shares of stock in Canadian corporation, of which 32,000 shares will be offered for public sale at $3 each. Mr. Siragusa said 1947 production plans for Canadian branch call for 3 million dollars worth of merchandise.

WINS ADDS 31 PROGRAMS

WINS NEW YORK, completely revising program schedule, adds 31 new broadcasts and many new personalities starting today (Monday). Shakeup in line with policy of James D. Shouse, Crosley Broadcasting Corp president, to make WINS major factor in N. Y. radio.

NAVY PARTIALITY CHARGED

RADIO News Club, Hollywood group, planning protest to Navy, charging radio reporters not treated as well as newspaper men. Club also named committee last week to set up annual radio news awards.

Hearing on FM, TV Dupoly Set for Feb. 7

FUTURE interpretation of FCC's multiple-ownership rules, particularly in FM and television, to be debated in oral argument which Commission called Friday for Feb. 7.

Order and public notice pointed out that "many" pending applications "involve the application or interpretation" of duopoly regulations, and said Commission "deems it desirable to obtain the views and opinions of interested persons."

Twenty-two companies with FM and television applications which "involve questions of multiple ownership and overlap of service areas" were made parties to proceeding, which will center on following issue:

To determine what application or interpretation of the Commission's Rules and Regulations concerning multiple ownership of broadcast stations, particularly FM and television broadcast stations, would best serve the public interest.

Reason for oral argument from FM standpoint explained as follows by FCC Chairman Denny in speech Friday to FM Assn.:

A question which has been bothering a number of FM applicants and prospective applicants is whether it will be possible for one individual or concern to have two FM stations so located that their service areas overlap. If so, how much overlap will be tolerated? Up to now we have made a number of grants which involved some overlap of the 50 uv/m contours. Now we are being asked in several pending cases to make grants which would result in an overlap of a small percent of the 1000 uv/m—which of course means a very substantial overlap of the 50 uv/m contours. We don't know whether it would be wise to permit such an overlap. Maybe there are some cases where on the facts it should be allowed and maybe there are other cases where it should not be authorized. We desire to fashion an intelligent and consistent policy.

Discussion will revolve around future policy on Subpart A, Sec. 3.35, which prohibits common ownership, operation or control of two or more AM stations having substantial overlap of primary service; Subpart B, Sec. 3.240(a), which makes similar provision regarding FM stations; and Subpart D, Sec. 3.640(a), putting same limitation on TV ownership. "Control" includes "working control." AM rule contains waiver clause which FCC has been asked to delete to bring that rule into conformity with those for FM and TV, which have no waiver provisions.

In recognition of need to apply duopoly requirements uniformly in all similar circumstances, FCC instructed engineers several months ago to prepare maps showing extent of overlapping service, if any, between commonly owned stations [BROADCASTING, Oct. 7].

Similar maps, list of precedents, and statement of extent of multiple ownership—including data relating to applicants made parties to oral argument—will be circulated in advance by FCC. This, Commission said, should make it possible for participants to limit themselves, at oral argument, to oral discussion of views without presentation of testimony or exhibits.

In addition to 22 applicants made parties to proceeding, any other person may participate by filing petition by Jan. 27. The 22 named as parties must also file notice of appearance by that date if they wish to take part. The 22 applicants are:

The Yankee Network Inc., Class B FM stations at Boston, Bridgeport and Providence; John J. Laux et al d/b as Liberty Broadcasting Co., Class B FM station at Pittsburgh, Pa.; Washington Broadcasting Co., Class B FM station at Washington, Pa.; WDEL Inc., Class B FM station at Wilmington, Del.; York Broadcasting Co., Class B FM station at York, Pa.; Reading Broadcasting Co., Class B FM station at Reading, Pa.; Keystone Broadcasting Corp., Class B FM station at Harrisburg, Pa.; Valley Evening Monitor Inc., Class A FM station at McAllen, Tex.; The Valley Publishing Co., Class A FM station at Harlingen, Tex.; Central States Broadcasting Corp., Class B FM station at Omaha, Neb.; Commodore Broadcasting Co., Class B FM station at Springfield, Ill.; International Union, United Automobile, Aircraft & Agricultural Implement Workers of America (UAW-CIO), Class B FM station at Flint, Mich.; Gannett Publishing Co., Class B FM station at Augusta, Me.; KCKN Broadcasting Co., Class B FM station at Kansas City, Mo.; Fountain of Youth Broadcasting Co., Class B FM station at St. Augustine, Fla.; Out West Broadcasting Co., Class B FM station at Colorado Springs, Col.; Trent Broadcasting Corp., Class B FM station at Trenton, N. J.; The Copley Press Inc., Class A FM station at Joliet, Ill. Southern California Associated Newspapers, Class A FM stations at Alhambra and Glendale, Calif.; San Pedro Printing and Publishing Co., Class A FM station at San Pedro, Calif.; McClatchy Broadcasting Co., Class B FM stations at Stockton and Modesto, Calif.; Crosley Broadcasting Corp., television station at Dayton, Ohio.

DOHERTY, BAKER ADDRESS FINAL NAB SESSIONS

PUBLIC approval of advertising on the air, as shown by U. of Denver survey, *The People Look at Radio*, reviewed by Kenneth Baker, NAB research director, at Friday luncheon of NAB San Francisco area meeting (see story page 14). Illustrated talk designed as model speech for broadcasters.

Richard P. Doherty, director of employe-employer relations, discussed labor problems Friday morning. He said broadcasters could aid labor situation by taking wider interest in labor matters; adopt policies based on interrelationship of network and independent stations; develop more facts on industry labor relations (see story on separate speech page 69).

Combined district meeting adopted series of resolutions brought in by committee headed by Philip G. Lasky, KSFO San Francisco.

Resolutions supported legislation looking toward uniform time; promulgation of broadcasters' code; commendation for and support of BMI; encouragement of BMB; consideration of recommendation to set manufacturers for development of mechanical changes to permit further spread on radio dial of settings, particularly in high end of standard AM band; move of women's division to Washington upon completion of new headquarters; support of development of state associations; endorsement of President Miller's program of public relations and of new area meeting plan.

Other committee members were Pat Campbell, Don Lee; Lee Wynn, KGER Long Beach; Marshall Pengra, KRNR Roseburg, Ore.; Norman Davis, KALE Portland; Paul Bartlett, KFRE Fresno.

Three-day meeting concluded with closed session at which President Miller and other officers answered questions. Earlier Sol Taishoff, editor and publisher of BROADCASTING, addressed convention.

People

HERBERT M. FERGUSON, formerly general manager of KFRE Fresno, Calif., named manager of new KXOB Stockton, recently granted by FCC to Valley Broadcasting Company, it has been announced by Lincoln Dellar, president of latter concern.

NADINE MILLER, formerly director of information service for public schools in Kansas City, Feb. 1 joins C. E. Hooper Inc., New York, as director of press and public relations.

LILLIAN SCHOEN, free lance script writer, joined ABC as staff writer, will be assigned to *Paul Whiteman Show* and other network programs. She will continue writing Irene Beasley's *Grand Slam* on CBS.

JOSEPH E. DOOLEY, on WFIL Philadelphia publicity staff since release from Army year ago, named news editor of WFIL and WFIL-FM, effective today (Monday).

LESTER TALKINGTON, former copywriter at BBDO, N. Y., joined copy staff of Buchanan & Co., N. Y.

EDWARD R. DUNNING JR., formerly with World Broadcasting, N. Y., joins sales force of Frederic W. Ziv Co., N. Y.

WILLIAM BLAIR SMITH, manager of Simpson-Reilly, San Francisco office, elected vice president of publishers representative firm.

hundreds of sick children think Santa is a Blonde

Santa Claus is a blonde, with up-swept hair and a microphone . . . but no whiskers.

You've been taught differently?

So have we . . . but we know four children's hospitals whose young patients you'll find hard to convince otherwise. To them, Santa Claus is Ruth Lyons, that wonderful woman on the radio who visited them again this year.

We wish you could have seen the beautiful, shining tree—heard the squeals as truckloads of toys were distributed—watched these tots, pain and suffering forgotten, singing and laughing . . . it would have been apparent why they were confused. We think maybe you'd understand, too, why the doctors and nurses—and countless listeners at home—blinked back joyful tears.

The generosity of Ruth's loyal "Morning Matinee" listeners made these Christmas parties possible. Each year they eagerly respond to the program's annual drive for children's Christmas funds. Contributors of one dollar or more were sent a booklet, "Seein' Is Believin' ", and thirty thousand copies weren't enough to meet the demand. *More than $33,000* was received, and every cent above the cost of the books went to lighten the suffering and pain of patients of children's hospitals in Cincinnati, Indianapolis, Louisville and New York.

"Morning Matinee" is but one of the many WLW-originated programs designed to provide top entertainment for the thousands of listeners who depend upon our clear channel facilities. To serve an area in which 9.5% of all the people in the United States live, makes satisfactory programming a serious and difficult responsibility . . . one which we have dedicated our resources and efforts to fulfill.

WLW

the Nation's Station

CROSLEY BROADCASTING CORPORATION

THIS IS THE WASSNER FAMILY OF CHICAGO

Three generations of WLS listeners: Mrs. Wassner, her daughter, Nancy, and her mother, Mrs. Lora Lochow, from nearby Blue Island.

The Richard Wassner family has lived in Chicago for 12 years, the last three in their present comfortable two-family frame house at 10002 South State Street. Mr. Wassner joined the Chicago Fire Department in 1941, now drives the big hook-and-ladder truck for the south side station at 47th and Cottage Grove.

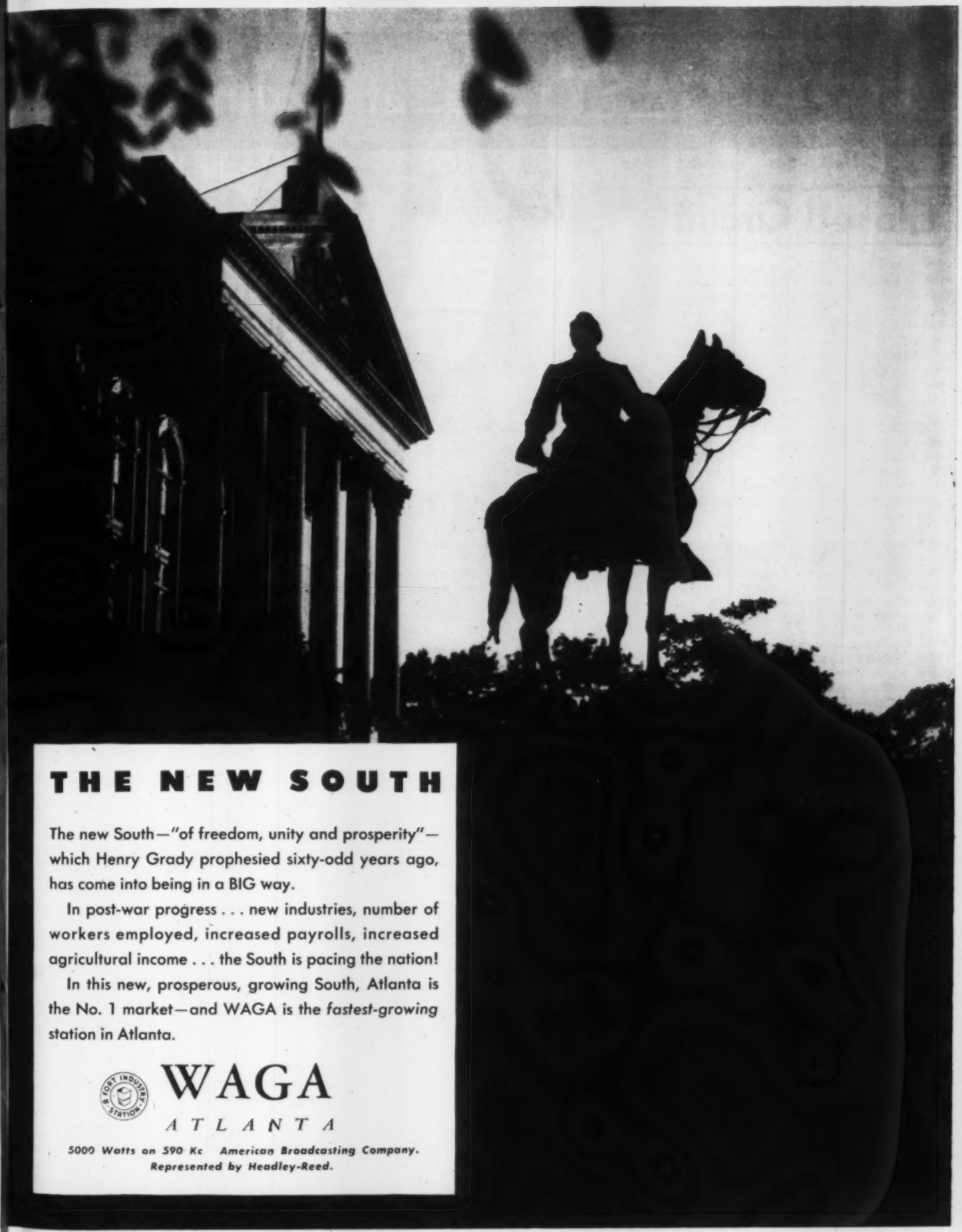
A console radio is an important part of the comfortable Wassner living room and there is another set in the kitchen. But proudest "possessions" are three fine future Midwest Americans—Richard, who is 11; Kenneth, 6; and blonde, 3-year-old Nancy.

For 12 years, the Wassners have been consistent WLS listeners. They like the hearty friendliness of WLS announcers and entertainers—enjoy WLS news broadcasts, weather information, the Breakfast Club and the WLS National Barn Dance. They learned long since that out-of-town guests always want to see the Barn Dance at the Eighth Street Theater.

It is on this home and family, and the homes and families like them throughout Midwest America, that the microphones of WLS have been focused for 23 years. It is our intimate interest in their problems, the service and entertainment we give them, that have made them such loyal listeners to WLS . . . and upon loyal listeners depend advertising results.

WLS
CHICAGO 7
The PRAIRIE FARMER STATION

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company. Affiliated in management with KOY, Phoenix, and the ARIZONA NETWORK . . . KOY, Phoenix . . . KTUC, Tucson . . . KSUN, Bisbee-Lowell-Douglas.



THE NEW SOUTH

The new South—"of freedom, unity and prosperity"—which Henry Grady prophesied sixty-odd years ago, has come into being in a BIG way.

In post-war progress . . . new industries, number of workers employed, increased payrolls, increased agricultural income . . . the South is pacing the nation!

In this new, prosperous, growing South, Atlanta is the No. 1 market—and WAGA is the *fastest-growing* station in Atlanta.

WAGA

ATLANTA

5000 Watts on 590 Kc American Broadcasting Company.
Represented by Headley-Reed.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

REVIVAL of organization of network affiliated stations being talked up about country. At area and district meetings of NAB independent broadcasters have discussed feasibility of re-establishing "IRNA" or some other organization exclusively of major network membership to interchange information on network contracts and renewals. AFRA negotiations and upcoming AFM-Petrillo and ASCAP contracts largely motivate this move.

CONVERSATIONS reported in progress between A. C. Nielsen, head of audience measurement firm, and network executives which may result in widely expanded audimeter rating service and have bearing eventually on both national and individual market audience measurements.

ANNOUNCEMENT may come any time from State Dept. that World Telecommunications Conference will meet in Atlantic City July 1 for three-month session to settle world allocations, first time since prewar era. Preliminary broadcasting meeting slated May 15.

BATTLE of behemoths in recording field (RCA, Columbia Recording, Decca) seen with entry of Metro-Goldwyn-Mayer into record manufacturing, and possibly transcriptions by March 1. M-G-M in radio through ownership of WHN New York, and also has important music publishing house ties. Frank Walker, former RCA Recording Co. v-p, in charge advertising, has been developing Bloomfield, N. J. plant for year.

ASCAP's test case against WDRC Hartford, which seeks to require broadcasters to pay double performance fees for use of music written jointly by ASCAP and non-ASCAP members [BROADCASTING, Dec. 30] being watched closely as a possible *cause celebre* in connection with ASCAP pressure against BMI competition. WDRC, owned by Dr. Franklin M. Doolittle, one of radio's pioneering engineering experts, has been meticulous in maintaining copyright index and if case holds against it, other stations would be affected.

RESIGNATION of Keith Kiggins as senior vice president of ABC [BROADCASTING, Jan. 13] has provoked much consternation in station-affiliate ranks. Departure of certain other policy-level executives of network now being talked.

SENTIMENT in broadcasting ranks preponderantly opposes naming of Marion E. Martin, ex-assistant chairman and women's director of Republican National Committee, to FCC. Broadcasters, long chagrinned over use of Commission as political dumping ground along with appointment of those having common carrier concepts, favor someone with technical or broadcasting background. Generally they like such names as Commodore E. M. Webster,

(*Continued on page 86*)

Upcoming

Jan. 19-21: Mid-Winter Conference, Advertising Assn. of the West, Hotel Claremont, Oakland, Calif.

Jan. 20-27: REL FM Broadcasting Engineers Clinic, REL Hdqrs., Long Island City, N. Y.

Jan. 22-24: NAB Sales Managers Executive Committee, Hotel Mayflower, Washington.

Jan. 23: Assn. of Women Broadcasters Panel, Radio Institute of Club Leaders, Washington Gas Light Auditorium, Washington.

(Other Upcomings page 84)

Bulletins

SALE of John C. McCormack's 25% interest in KTBS Shreveport (1480 kc, 1 kw) to his three equal partners for $134,000 approved by FCC. Purchasers, who will have one-third stock interests each, are Allen D. Morris, Prentiss E. Furlow, George D. Wray, Sr. Comrs. Durr and Walker voted for hearing.

POSTPONEMENT of NARBA engineering conference, now set April 1, to Nov. 1 requested Friday by Mexico. State Dept. officials undecided how U. S. would react, but learned no serious objection to delay. NARBA meetings, originally scheduled to start Jan. 1 under Interim Agreement signed last Feb. 25, already moved ahead three months at U. S. request.

IN SWEEPING procedural reorganization Friday, House Interstate & Foreign Commerce Committee will call all Government department heads under its control, including FCC, for report on activities, seek recommendations for legislation, Chairman Charles A. Wolverton (R-N. J.) announced. He promised consideration of all bills introduced. Pending is joint resolution by Rep. William Lemke (D-N. D.) to require FCC to allocate portion of 50-mc band to FM.

Business Briefly

SUN RENEWS ● Sun Oil Co., Philadelphia, renews Lowell Thomas news commentary on NBC (Mon.-Fri. 6:45 p.m. EST) for 52 weeks on 31 stations. Agency, Roche, Williams & Cleary.

GUM CAMPAIGN ● Gum Labs., Clifton Heights, Pa. (Ivoryne) to use five-minute transcribed *Story Time* on 100 stations in spring campaign. Agency, Makelim Assoc.

TOOTSIE SPOTS ● Sweets Co. of America, Hoboken, on Jan. 20 for 26 weeks starts participation in two women's programs in New York and two in Chicago on behalf of Tootsie Fudge Mix. Agency, Duane Jones, New York.

RACE SPONSOR ● Perfect Circle Co., Hagerstown, Ind. (piston rings), to sponsor for second year Memorial Day Indianapolis Speedway Race on MBS, which has exclusive contract for race. Henri, Hurst & McDonald, Chicago, is agency.

CAMINOL COMMERCIALS ● Caminol Co., Stockton, Calif. (Beacon gasoline), Jan. 19 started thrice-weekly (26 weeks) transcribed singing announcements on 14 Northern California stations. Agency, Dana Jones Co.

MONARCH INCREASE ● Reid Murdoch & Co., (Monarch Finer Foods) to double prewar ad budget. One-third of $500,000 to $750,000 will be allotted to radio. Monarch using 6 to 20 spots weekly on 60 stations. Agency, Rogers & Smith, Chicago.

DON LEE HEARING ENDS

CLOSING FCC Don Lee hearing in Los Angeles Friday Comr. Rosel Hyde, presiding, reserved right for FCC to make specific charges after considering testimony (early story page 85). Paul Bartlett, manager, and J. E. Rodman, owner of KFRE Fresno, closing FCC witnesses, described relations with network and told of confusion over affiliate contract provisions and network demands for station time. Lewis Allen Weiss, network vice president and general manager, said network had never dropped any affiliate for lack of cooperation.

FCC Selects Dates for Blue Book Reports

DATES comprising 1946 "composite week" on which broadcasters must base program reports filed with FCC in 1947 were announced by FCC Friday.

Chosen under procedure enunciated in Blue Book, they are: Feb. 4, March 12, April 17, June 20, Aug. 23, Sept. 28, and Nov. 3, 1946.

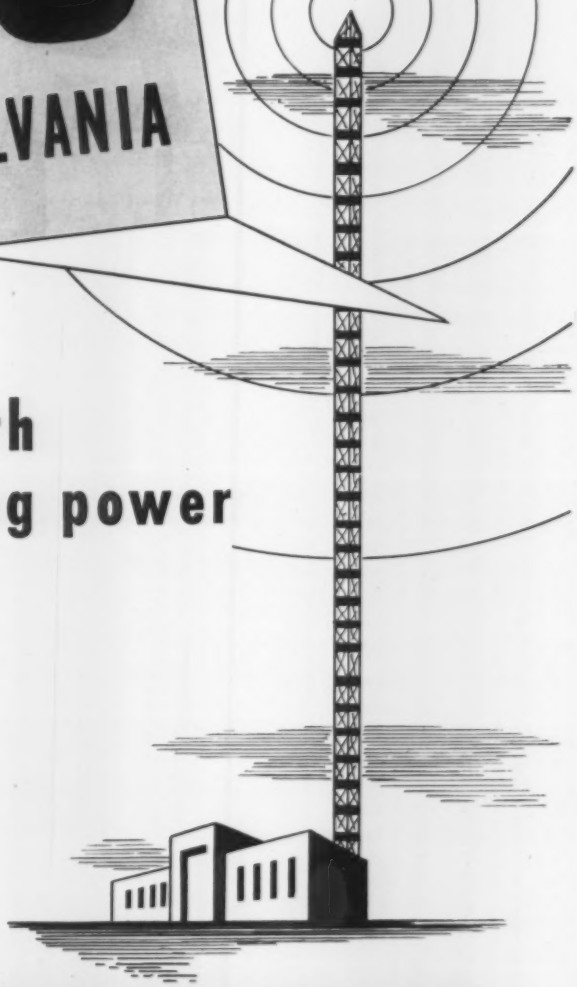
"Throughout 1947 the Commission, in the absence of instructions to the contrary in special cases, will expect information on broadcast station performance for the days stipulated, especially in connection with AM and FM renewal applications," FCC said. "Likewise, this composite week will be used in all hearings during the current year upon applications of existing stations for different facilities, transfers, etc."

Commission "suggested" that licensees with AM or FM applications awaiting hearing "should come to the hearing with program analyses and supporting logs for the composite week stated; and that in all cases where a program showing is expected of a licensee, whether in connection with a hearing or otherwise, the same week should be used unless the Commission should specify a different period."

It was also suggested that broadcasters whose licenses expire this year—on May 1, Aug. 1, or Nov. 1—"may wish" to work out program reports before preparing remainder of their renewal applications "so that filing such applications within the 60-day period (in advance of license expiration date) will not be delayed."

WKBO

HARRISBURG, PENNSYLVANIA



covers a market with higher-than-average buying power

Harrisburg is the capital city of prosperous Pennsylvania. Here the extensive railroad yards, steel mills and other plants combine with State and Federal employment payrolls to assure a prosperous market—stable employment. Because of the steady employment, residents of the Harrisburg area enjoy a higher-than-average standard of living. WKBO reaches these prosperous Harrisburg residents—your potential customers. We believe it pays you well to present your sales story over WKBO. Write for information.

"A Steinman Station"

Represented by **RADIO ADVERTISING COMPANY**

NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DALLAS

NBC

COVERAGE
IN PHILADELPHIA

WDAS, Philadelphia's Outstanding Full-Time Independent Radio Station covers the largest cross-section of the buying public in the Greater Philadelphia Area... **at lowest cost.**

That's why 78 per cent of this station's sponsors have been renewing regularly for more than a quarter of a century.

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

IN THIS ISSUE . . .

NAB Starts Drive to Revive Editorials ____ 13
FCC Appointment May Be Delayed ____ 13
Look for the Gimmick . . . Editorial ____ 14
More Local News Emphasis Urged ____ 14
BROADCASTING TRENDS
Improve Commercials, Agencies Suggest 15
FMA-NAB Liaison Committee Named ____ 16
Radio Department Urged for Every Store ____ 17
Station Right to Court Appeal Upheld ____ 17
Color Telecast by Cable to Be Tested ____ 18
AFRA Slow to Act ____ 18
WOKO Offers Reorganization Plan ____ 20
WLOX Attacks FCC Reasoning in Denial ____ 30
Lower Technical Standards Protested ____ 34
ABC Drops WABD as Television Outlet ____ 37
West Lags in Filing for FM ____ 40
142 FM Stations Operating in 33 States ____ 42
10 FM Conditionals, 20 CP's Issued ____ 69
Video Applications in Detroit, Miami ____ 69
Over Half CBS Programs Sustaining ____ 79
Five Stations Use Single Antenna Site ____ 85

DEPARTMENTS

Agencies	54	Production	52
Allied Arts	50	Programs	64
Commercial	48	Promotion	59
Editorial	46	Sid Hix	16
FCC Actions	60	Sponsors	58
Management	50	Technical	66
Network Accounts	58	Turntable	65
News	59	Upcoming	84
Our Respects to	46		

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Editor and Publisher

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BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $5.00 PER YEAR, 20¢ PER COPY

WWJ, the first radio station in the nation, proudly acknowledges this award from NBC, the nation's first radio network, commemorating an affiliation of twenty years' standing.

It marks another milestone in the uninterrupted leadership achieved by these two pioneers, whose "teaming of talents" has proved so enjoyable to WWJ's great listening audience and so productive for both WWJ and NBC advertisers.

FIRST IN DETROIT . . Owned and Operated by THE DETROIT NEWS

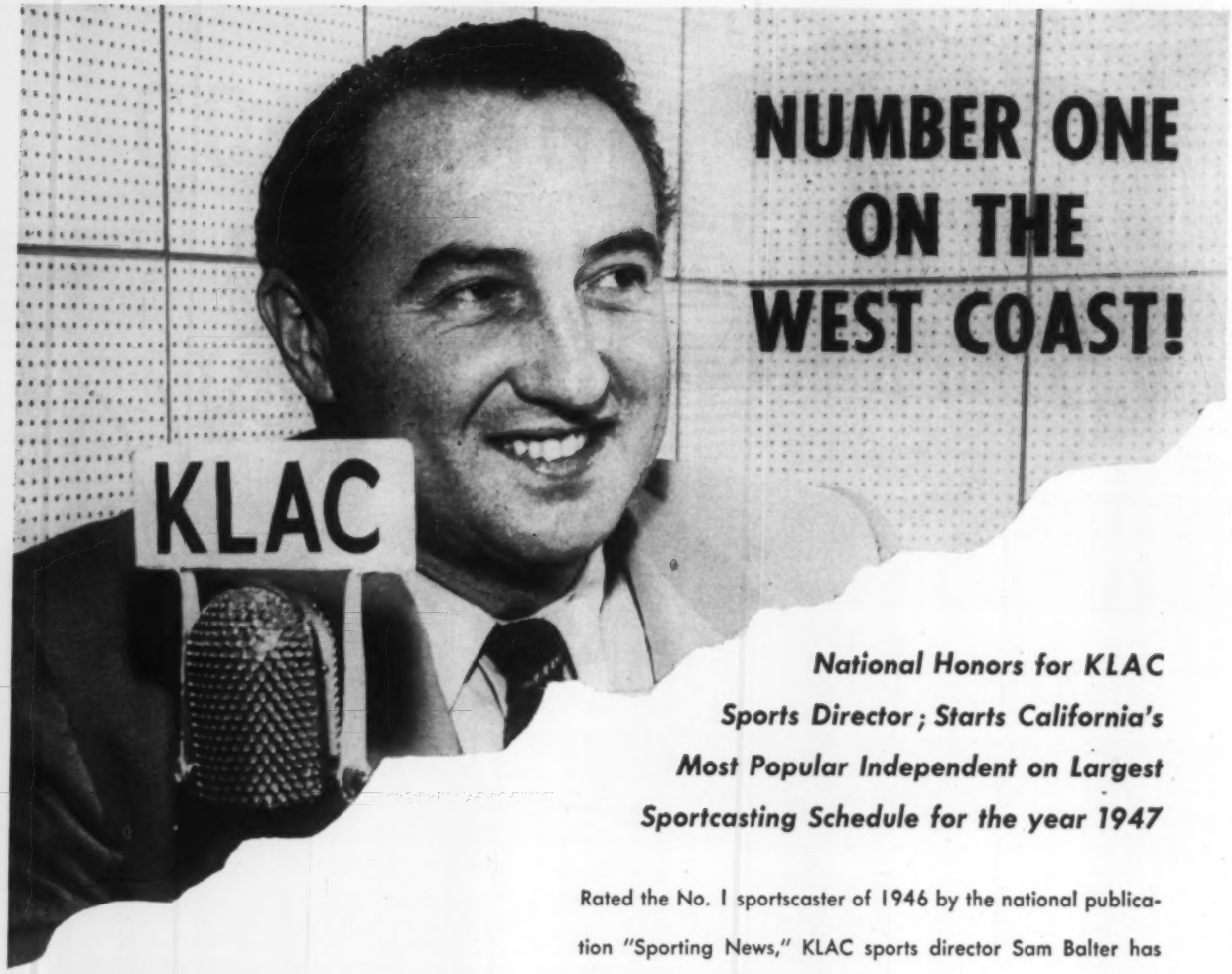
Associate FM Station WENA . . . Television Station WWDT

WWJ

950 KILOCYCLES
5000 WATTS

NBC Basic Network

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY



NUMBER ONE ON THE WEST COAST!

National Honors for KLAC Sports Director; Starts California's Most Popular Independent on Largest Sportcasting Schedule for the year 1947

Rated the No. 1 sportscaster of 1946 by the national publication "Sporting News," KLAC sports director Sam Balter has inaugurated station coverage of sports in the Los Angeles area that is the most comprehensive program on the West Coast. One of three sportscasters, each representing a different section of the country, Balter was selected as "announcer of the year," said "Sporting News," on his "general ability, frankness and aggressiveness." These qualities are daily adding to KLAC's dial popularity.

WHY SPORTS FANS KEEP TUNED TO 570

KLAC regularly broadcasts Pacific Coast league hockey; American league and Pacific Coast conference basketball; Pacific Coast league baseball; All-American conference football; Olympic auditorium boxing. Regular KLAC sports features include: Sam Balter's "Sportsbook"; Fred Haney's "Baseball Prevues"; Sports Quiz Bowl; Sports Time; High School sports Page.

National Representative: ADAM J. YOUNG, Jr., Inc.
New York & Chicago

KLAC

LOS ANGELES

for the first time BASIC MUTUAL *through*

KCBC

Gives YOU THE HEART *of* IOWA

- NOW. . . for the first time . . . KCBC and the MUTUAL Broadcasting System bring you basic coverage of Iowa's **first** and **most important** market: Des Moines, Iowa's Capitol city, and its primary trading area.
- Just as no Iowa radio schedule can be complete without coverage of the Des Moines market . . . so is no Des Moines market coverage complete without KCBC-MUTUAL . . . dollar for dollar the **first** radio buy.
- If you're already buying Basic MUTUAL . . . you've got it! If not, then write now for availabilities.

TOP, VETERAN IOWA RADIO PERSONALITIES MEAN IMMEDIATE LOCAL ACCEPTANCE

GLEN LAW and WES JONES
Local News Coverage and Commentary

GENE MILNER
Exclusively Reporting High School Sports

MJB
Variety that's Easy to Listen to

STELLA BARKER
A New Twist for the Woman's Viewpoint

WOODY HIRSCH
Programs Extraordinary

These top, veteran Iowa Radio personalities . . . assembled by KCBC . . . are names that present you with audience and product acceptance from the start.

KCBC

1390 KC DES MOINES, IOWA 1000w

Represented Nationally by: THE BURN-SMITH CO., Chicago, New York, Los Angeles

UP 12 IN TAMPA —IN 1947.*

...AND WFLA WILL CONTINUE TO LEAD IN LISTENERS!

*Roger W. Babson forecasts a 12% increase in business for Tampa during 1947, as against a 5% raise for the nation as a whole.

Comprehensive analyses of business conditions in the Tampa-St. Petersburg market show that 1946 — itself a record-breaking year — is merely the forerunner of a still-greater future. Gains registered in nearly all important business indices during the first full year of peace are expected to be eclipsed as current industrial and commercial trends gain momentum. Advertisers seeking intensive coverage of this huge Florida West Coast market are turning to WFLA. Because—all day, every day —WFLA holds listener-leadership in the heart of this, the most-heavily-populated area in Florida.

5000 WATTS
DAY AND NIGHT
WFLA
The Tampa Tribune Station
TAMPA NBC
National Representative
JOHN BLAIR & CO.
Southeastern Representative
HARRY E. CUMMINGS
Jacksonville, Fla.

Feature of the Week

THERE'S an unusual mixture of labor and management at WREN Lawrence, Kan., but the situation seems to be working well for all concerned. For the eighth consecutive time, WREN's general manager, Verl Bratton, has been re-elected president of Local 512, AFM.

Mr. Bratton joined WREN as a musician several years ago, with a degree in music from the U. of Kansas. He became a member of Local 512. In 1939 he was named general manager of the station, while still retaining his union membership. Shortly after he became general manager, he was unanimously elected president of the local.

No policy changes followed either Mr. Bratton's appointment as the station general manager or his election to the union presidency. With its membership solidly behind him, he administered his dual jobs to the best interests of all. It was his full knowledge of the needs and requirements of WREN staff musicians, coupled with his equally complete information about a radio station's administrative responsibilities, that combined to create a highly satisfactory working agreement between station and union,

Mr. BRATTON

and served to reelect him eight times to the union presidency.

Mr. Bratton still retains his skill at playing a great number of instruments. He frequently sits in with station musical units and takes over with the novachord, tenor guitar or banjo, clarinet or vibraharp. "It's good relaxation," he says, "and I enjoy it immensely."

Sellers of Sales

BACK IN 1942 when Hines Hatchett opened up a New York office for the John E. Pearson Co., national radio station representatives, the company consisted of Mr. Pearson in Chicago, Mr. Hatchett in New York, and the accounts of seven stations located throughout the country.

Today the company boasts of 40 station clients for which it is exclusive representative, 21 employes, and offices in Kansas City, St. Louis, San Francisco, Los Angeles, New York and Chicago.

Much credit for the company's rising success is due Mr. Hatchett, the No. 2 man in the organization, whose rise from a North Carolina farm to a Park Avenue office has been nothing short of meteoric.

Born in Yanceyville, N. C., in 1909, Hines attended the local schools and graduated from the U. of North Carolina at Chapel Hill. After graduation he worked as a reporter for the *Asheville Citizen* and the Winston-Salem Sentinel for several months before launching out on an advertising career which took him to Lancaster, Pa. There he worked for Lancaster Newspapers Inc.

Shortly after his arrival in Lancaster, his paper bought a 15 w station, WGAL Lancaster, and Hines was made manager. During his five years as station manager, WGAL increased its power to 250 w and became the key station in the Mason-Dixon Radio Group, which now consists of seven stations.

HINES

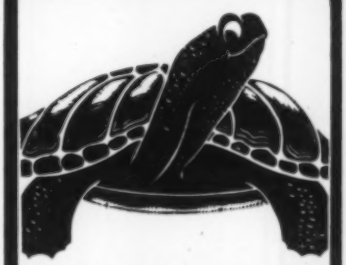
In 1936, the soft-spoken Tar Heel resigned to go to New York, where he spent a year and a half selling radio time for Hearst Radio. Leaving Hearst, he took a similar position with John H. Perry Assoc., radio representatives, remaining there until 1942 when he joined the Pearson Co.

His favorite hobby is receiving glowing reports from the 150-acre tobacco farm he owns in Caswell County, N. C. That's where the "time broker" wants to retire some day when he decides "to return to the soil."

Hines is married to the former Pauline Renninger, of Lancaster, Pa., and lives in Jackson Heights, L. I.

Remember the story about...

THE HARE AND



THE TORTOISE?

No... the race doesn't always go to the big or the flashy. And down here in Washington, WWDC proves it every day. If you want the sales that a steady-moving, hard-working station can produce . . . then WWDC belongs on any list. We've got sales success stories that prove it. A lot of time buyers know this. How about you?

Keep your eye on
WWDC
IN WASHINGTON, D. C.
Coming Soon—WWDC-FM
Represented Nationally by
FORJOE & COMPANY

WELCOME HOME, WWVA!

WE'RE GLAD YOU'RE COMING BACK TO CBS!

You make the 19th CBS 50,000-watt station in the U.S. With Wheeling as your home base you blanket the rich coal, iron, and steel belt of Ohio, West Virginia, and Pennsylvania.

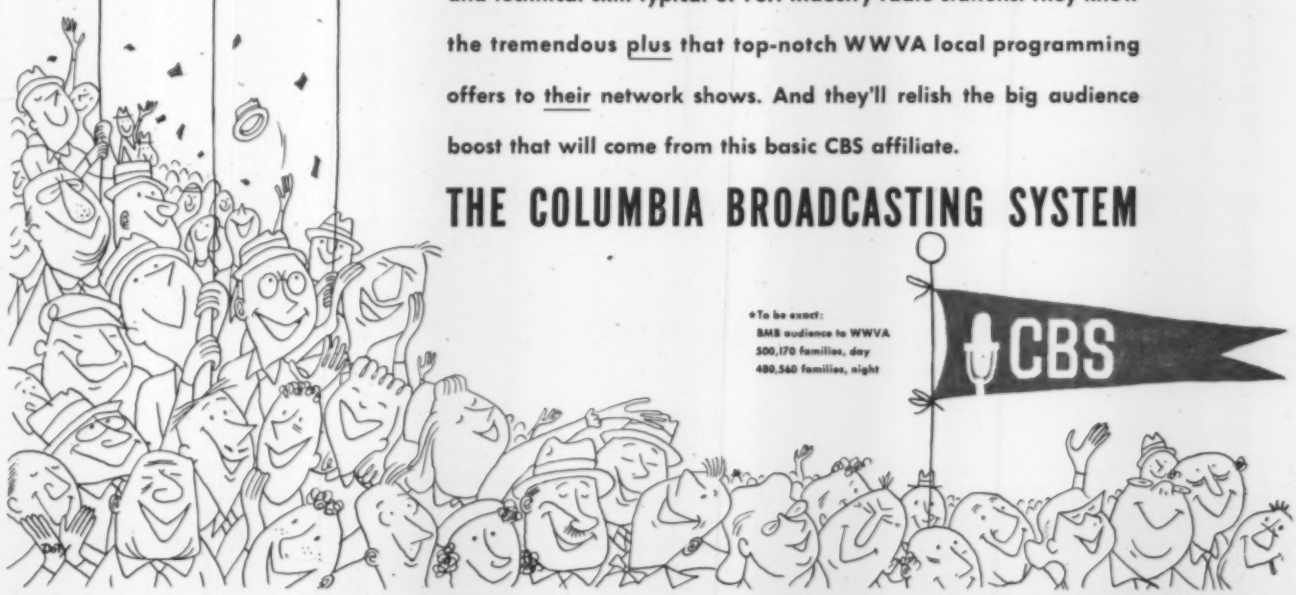
YOUR HALF MILLION* RADIO FAMILIES WILL GIVE THREE CHEERS!

For, starting June 15, over their favorite radio station, they will enjoy radio's top entertainment and information programs carried by the Columbia network.

—AND ONE CHEER MORE FROM CBS ADVERTISERS!

Who have long been aware of the professional quality and technical skill typical of Fort Industry radio stations. They know the tremendous plus that top-notch WWVA local programming offers to their network shows. And they'll relish the big audience boost that will come from this basic CBS affiliate.

THE COLUMBIA BROADCASTING SYSTEM



*To be exact:
BMB audience to WWVA
500,170 families, day
480,560 families, night